



Washington State
Transportation Commission

2011 Statewide Transportation Survey

Comparison of Main & Public Survey Results



MARKET
& OPINION
RESEARCH
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Main & Public Survey Interviews by RTPO



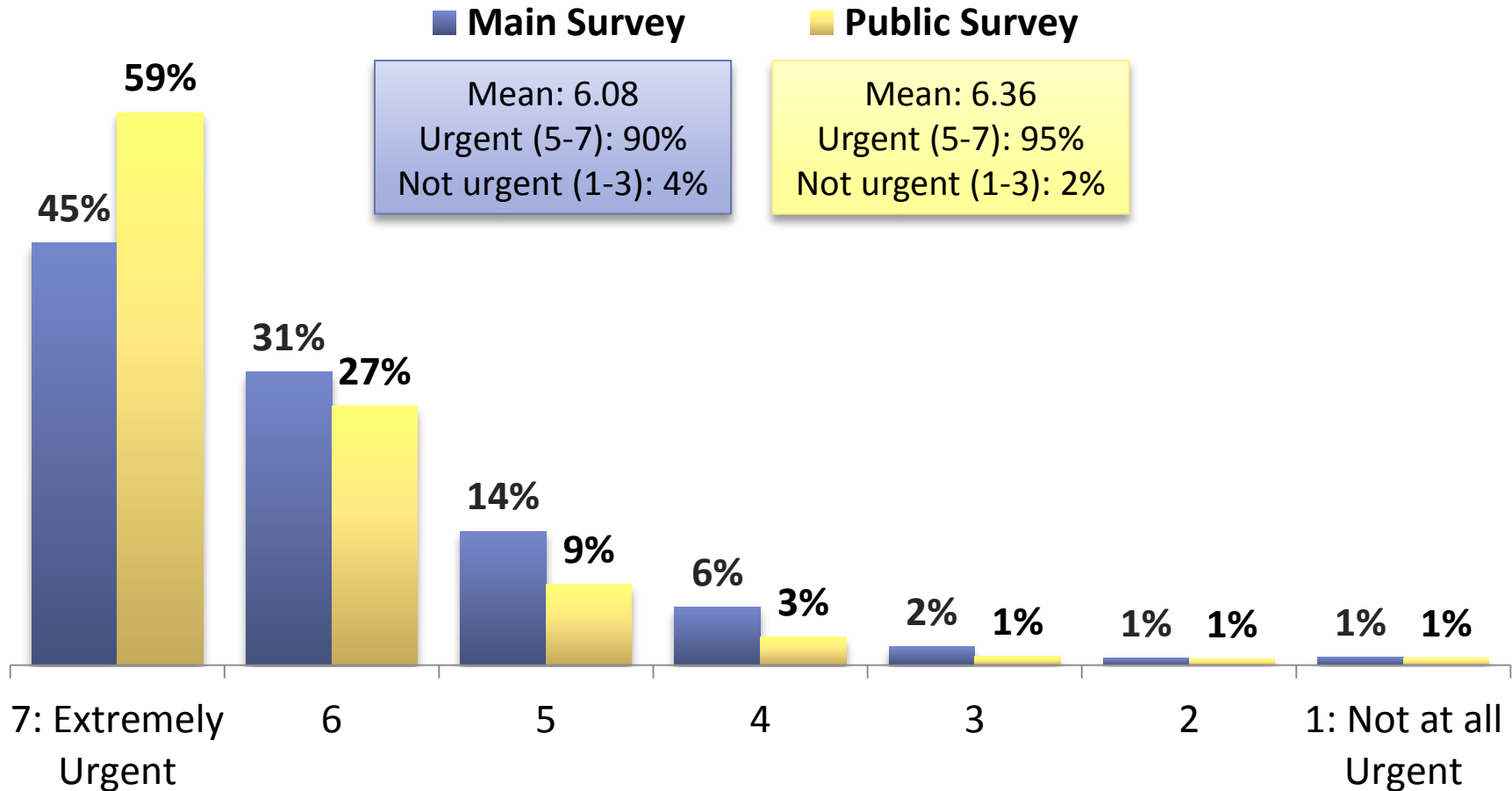
	Main Survey		Public Survey		2010 Census
RTPO	Completes	% of Completes	Completes	% of Completes	% of 18+ Pop
Benton/Franklin/Walla Walla	304	5.5%	38	0.9%	4.4%
NE Washington	275	5.0%	7	0.2%	1.0%
North Central RTPO	261	4.7%	21	0.5%	2.2%
Palouse	362	6.6%	7	0.2%	1.2%
Peninsula RTPO	371	6.7%	510	12.0%	6.4%
Puget Sound Regional Council (excludes Kitsap)	1,230	22.3%	2,773	65.4%	51.6%
QuadCo	275	5.0%	18	0.4%	2.2%
Skagit/Island (plus San Juan)	331	6.0%	409	9.6%	3.2%
Spokane	439	8.0%	107	2.5%	7.0%
SW Washington RT Council	505	9.2%	168	4.0%	6.6%
SW Washington RTPO	271	4.9%	34	0.8%	4.1%
Thurston	351	6.4%	64	1.5%	3.8%
Whatcom	305	5.5%	61	1.4%	3.1%
Yakima Valley Conf. of Governments	238	4.3%	24	0.6%	3.3%
TOTAL	5,518	100.0%	4,240	100.0%	100.0%

Overall Attitudes about the Washington's Transportation System



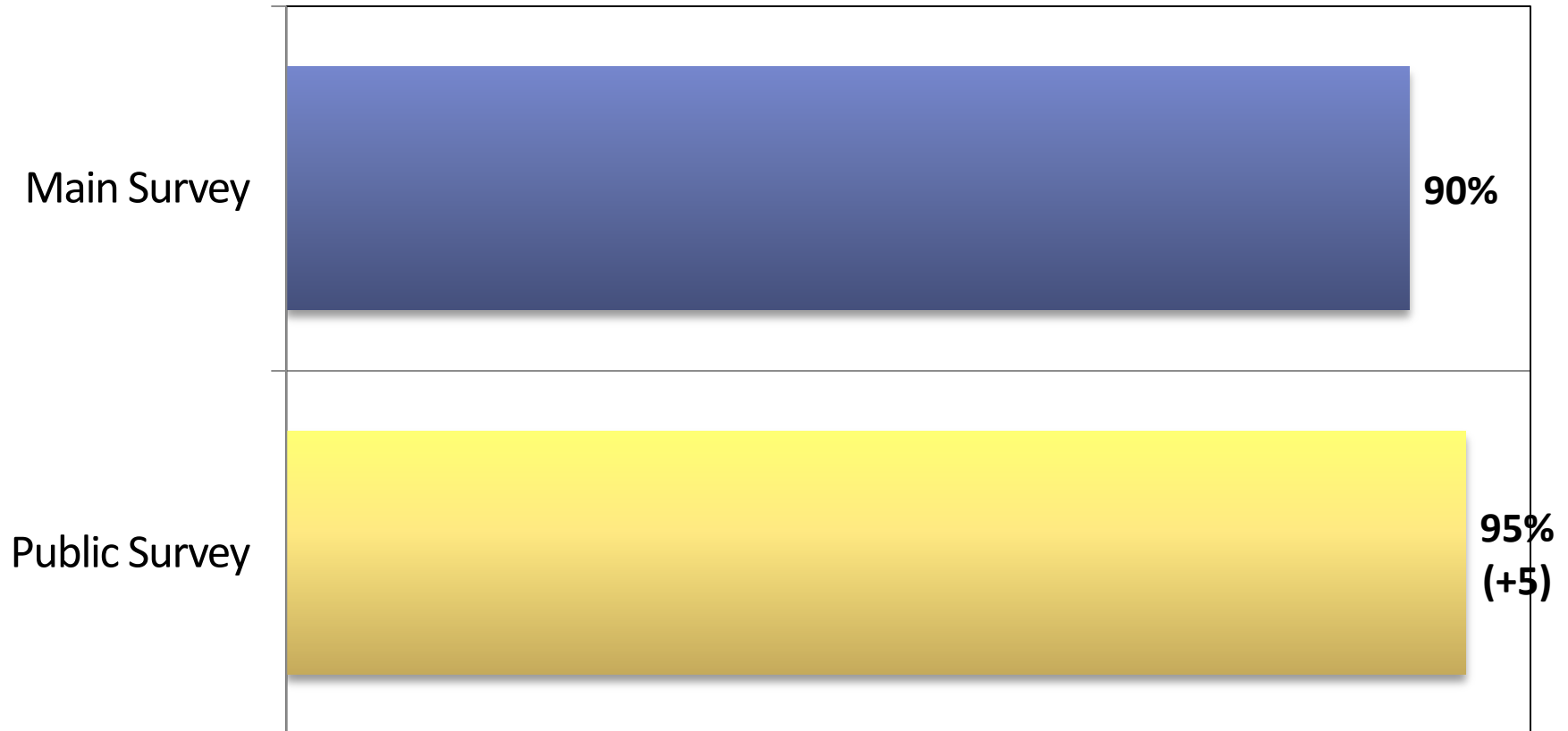
Maintaining an Effective Transportation System

Q1. How urgent do you feel it is to make sure Washington's transportation system works effectively today and into the future? (*not asked relative to other state priorities)



Q1. Maintaining an Effective Transportation System

% Urgent (5-7)

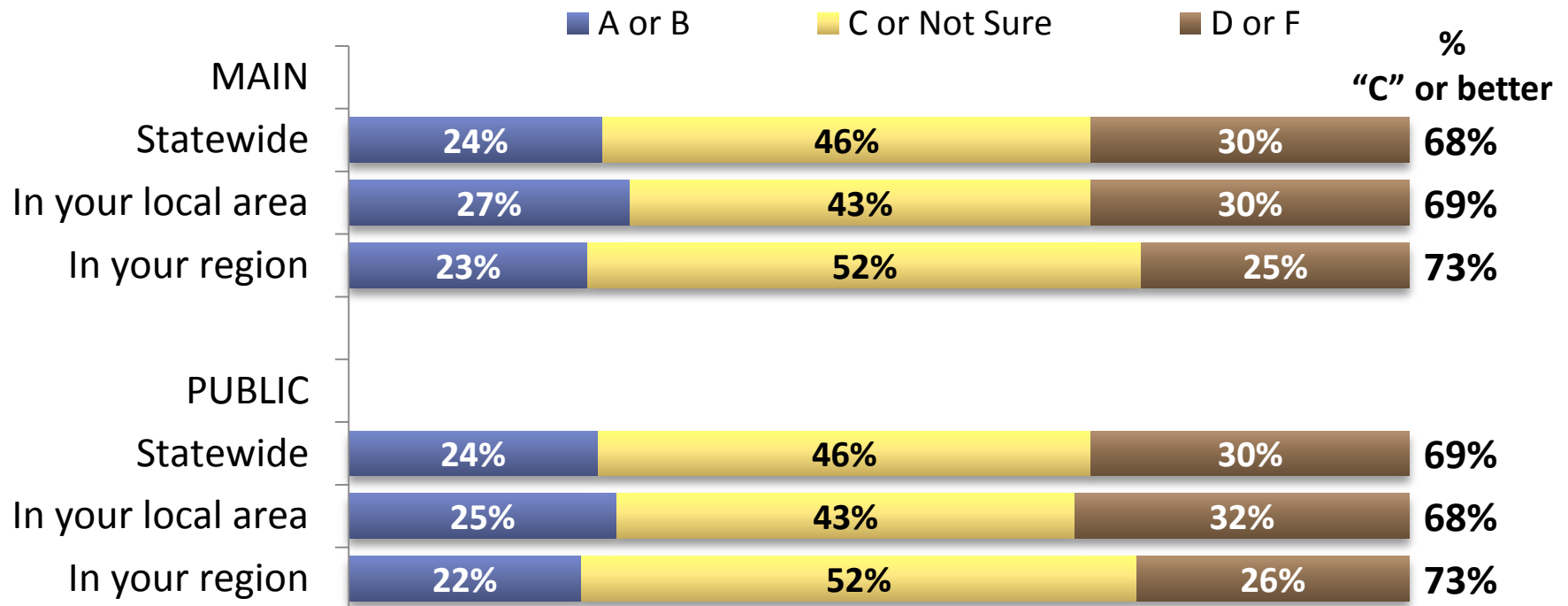


Overall urgency and intensity is higher in the Public survey, although both are high.

Grading the Transportation System

- Q2. Using an A, B, C, D or F grading scale, how would you rate **Washington's transportation system overall**?
- Q7. How would you rate the transportation system **in your local area** - that is in your city or town and the areas immediately surrounding it?
- Q9. How would you rate the transportation system **in your region** – that is in your county and nearby counties?

Q2, 7, & 9. Transportation System Grade



Similar results in both surveys

Improving the Grade

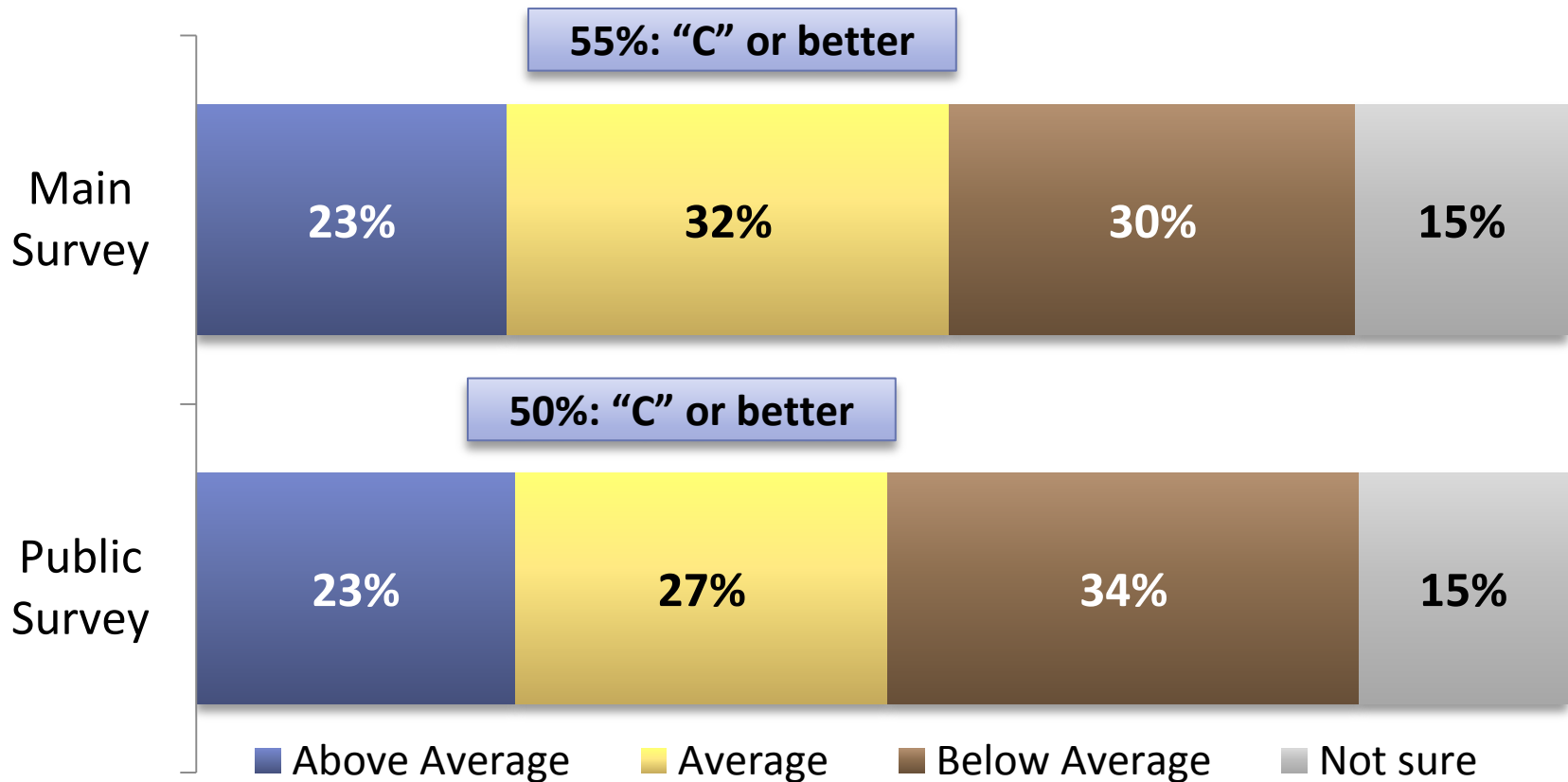
Q3. [*“B” or less in Q2*] In your mind, what changes would need to be made to our state’s transportation system to improve the grade you gave?

Improvements	Main	Public
Transit improvements	28%	40%
Capacity improvements	13%	8%
Maintenance	12%	12%
Traffic flow improvements	9%	7%
All other improvements combined	21%	26%
Not sure/ No answer	17%	6%

Public survey respondents heavily transit focused.

Spending Responsibly

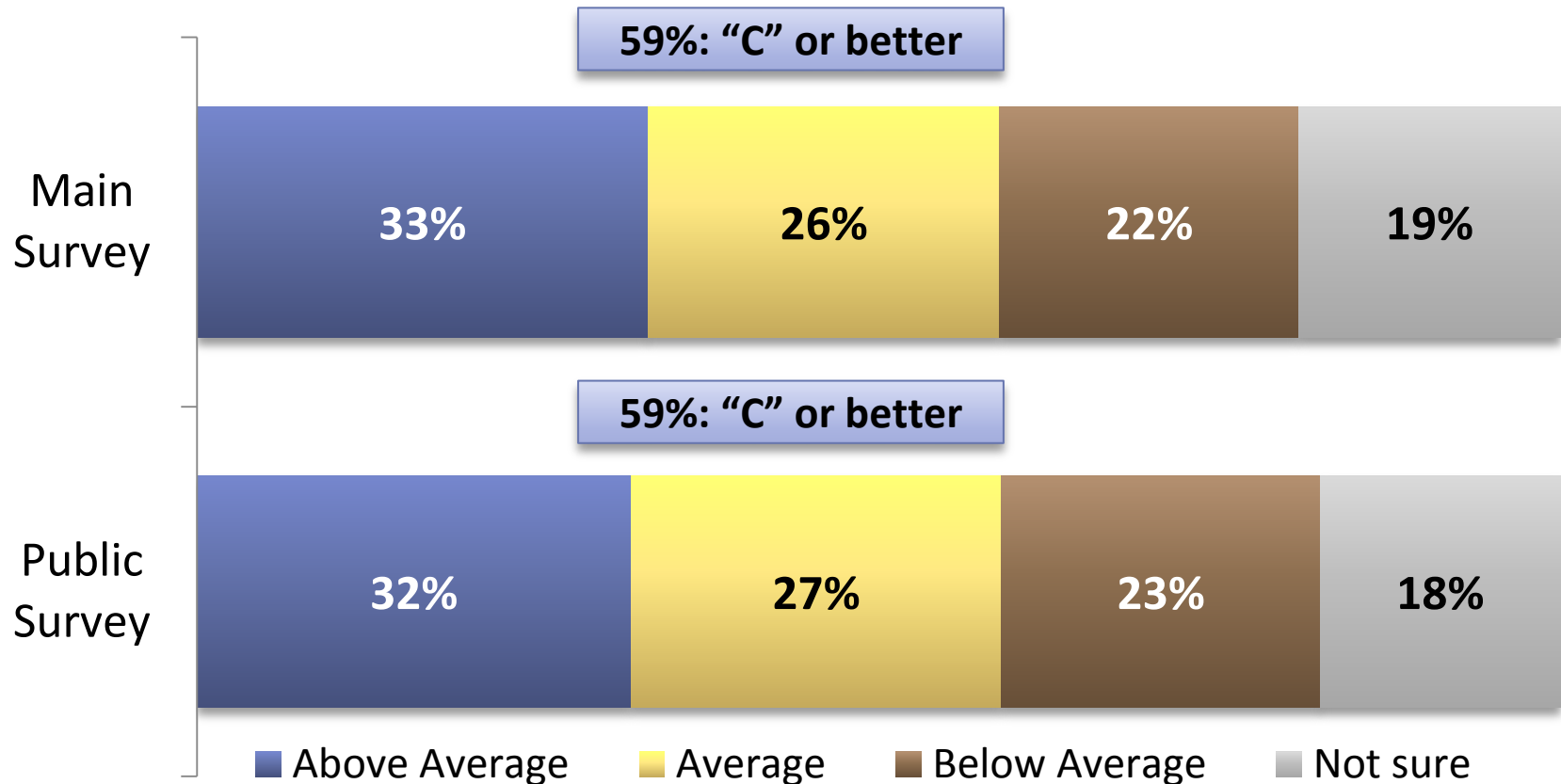
Q4. What grade would you give the state for spending transportation dollars responsibly?



* The Public survey included an "E" response which has been coded as "Below Average."

Similar grades in both surveys

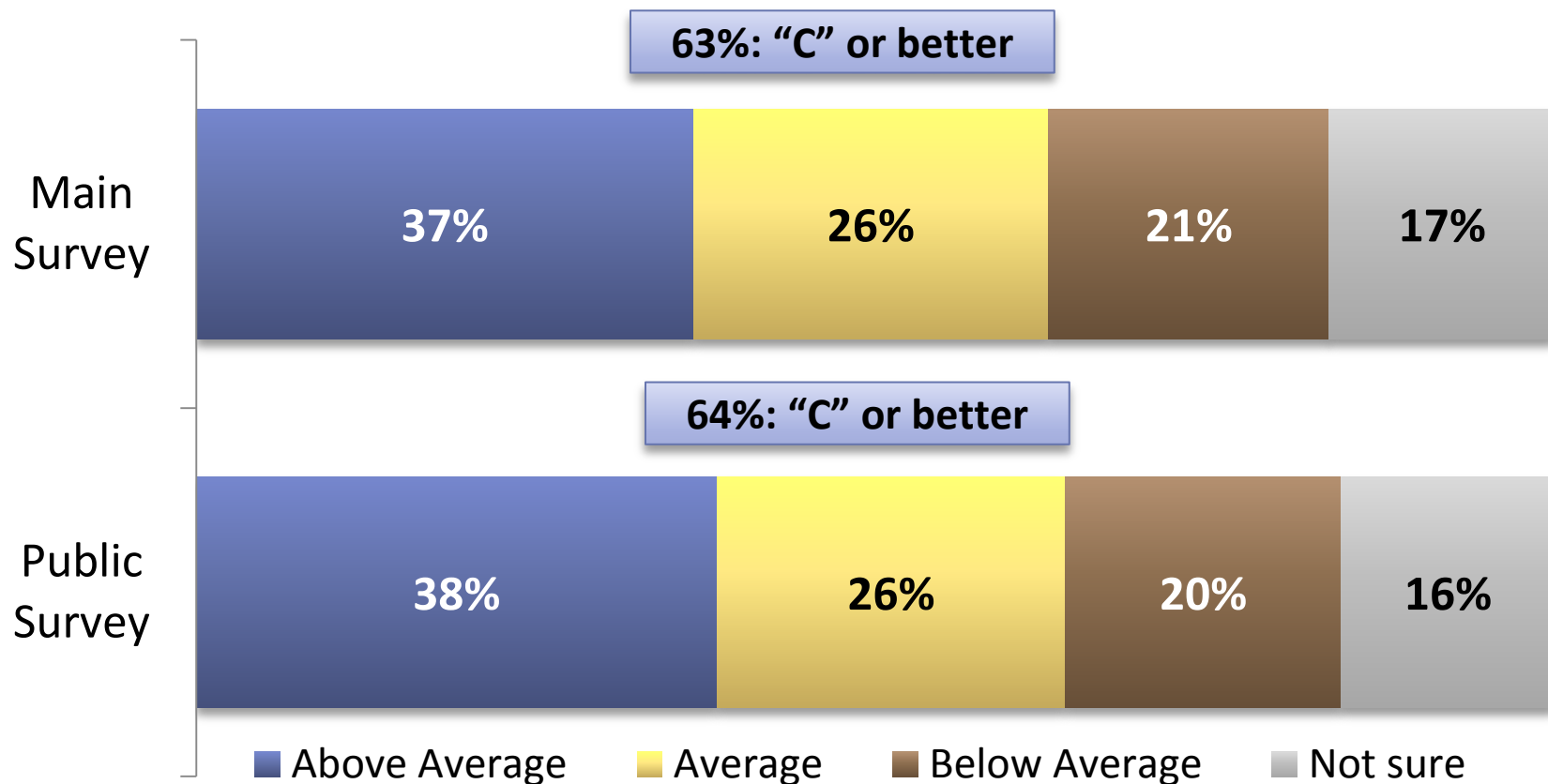
Q5. What grade would you give the state for making sure your area of the state gets a fair share of transportation funding?



* The Public survey included an "E" response which has been coded as "Below Average."

Similar grades in both surveys

Q6. What grade would you give the state for completing transportation projects on schedule?



* The Public survey included an "E" response which has been coded as "Below Average."

Similar grades in both surveys

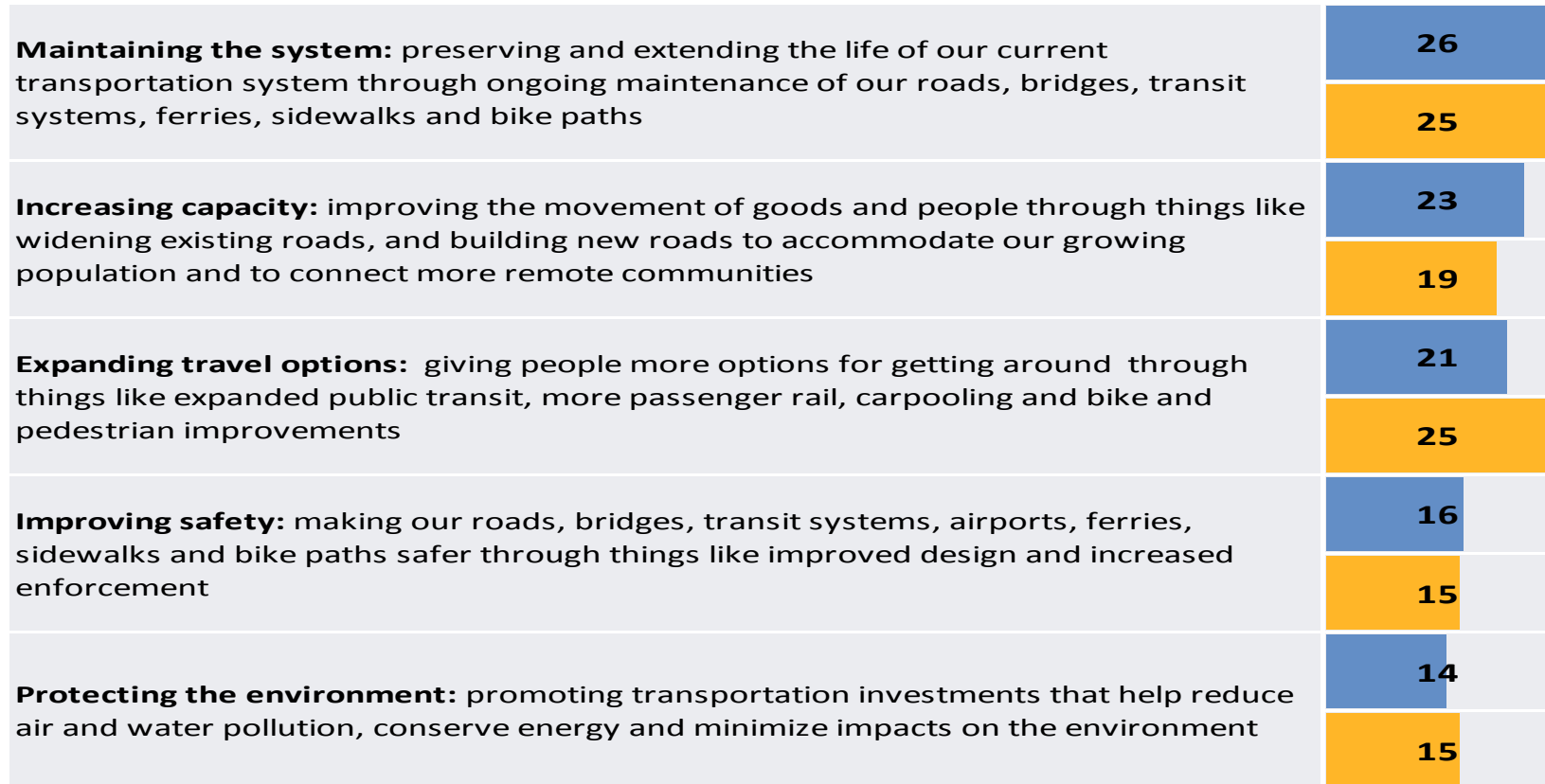
Transportation Priorities



Prioritizing Transportation Objectives

*Q12. There are a number of objectives our transportation system is designed to meet. If you had **100 points** to divide between the five objectives below, how many points would you assign to each objective?*

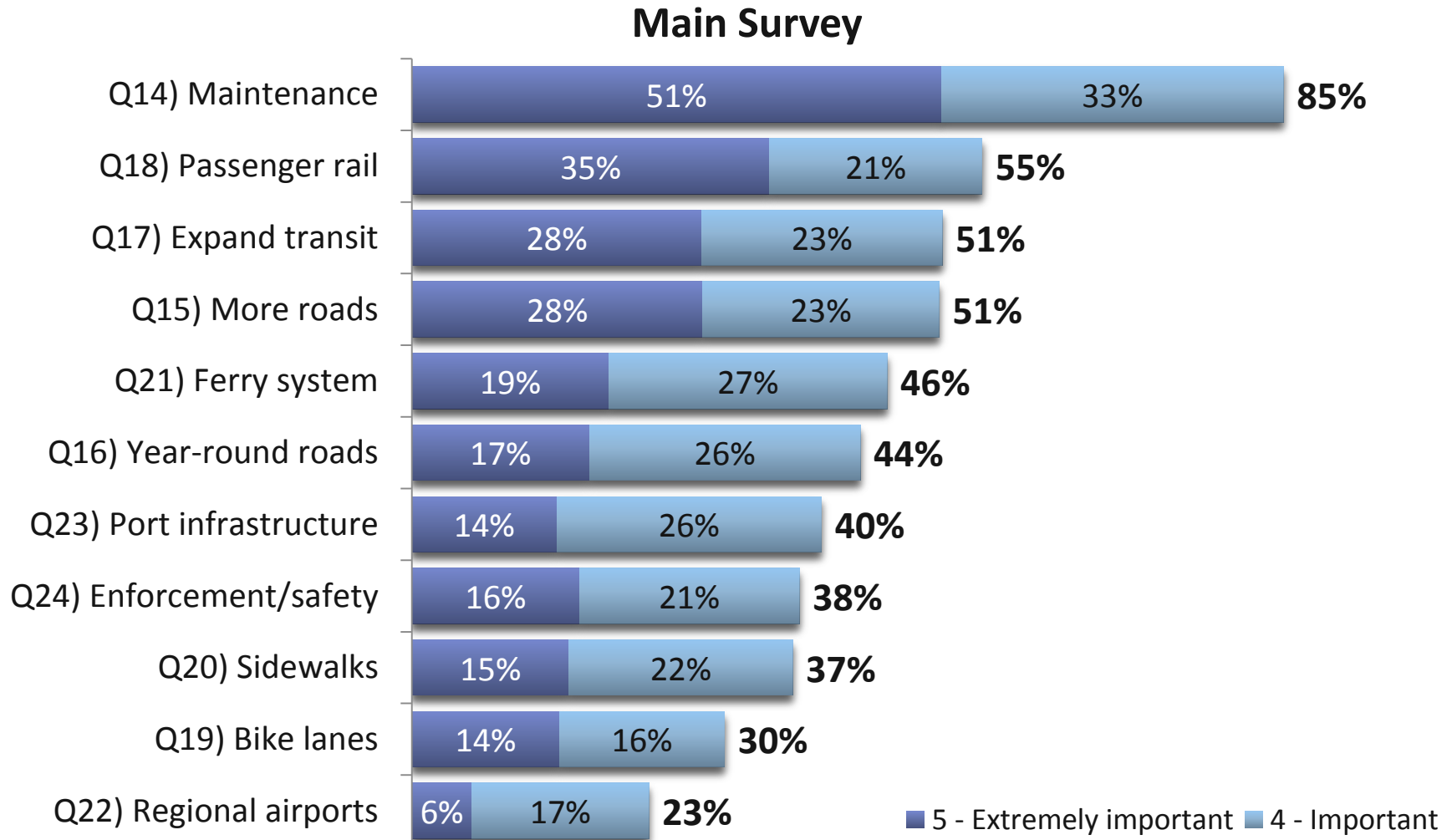
For example, if you assign 25 points to “improving safety” that means you think “improving safety” should get 25% of the focus. The total for the 5 objectives should add up to 100 points.



Similar results with higher transit focus and lower capacity focus in Public survey.

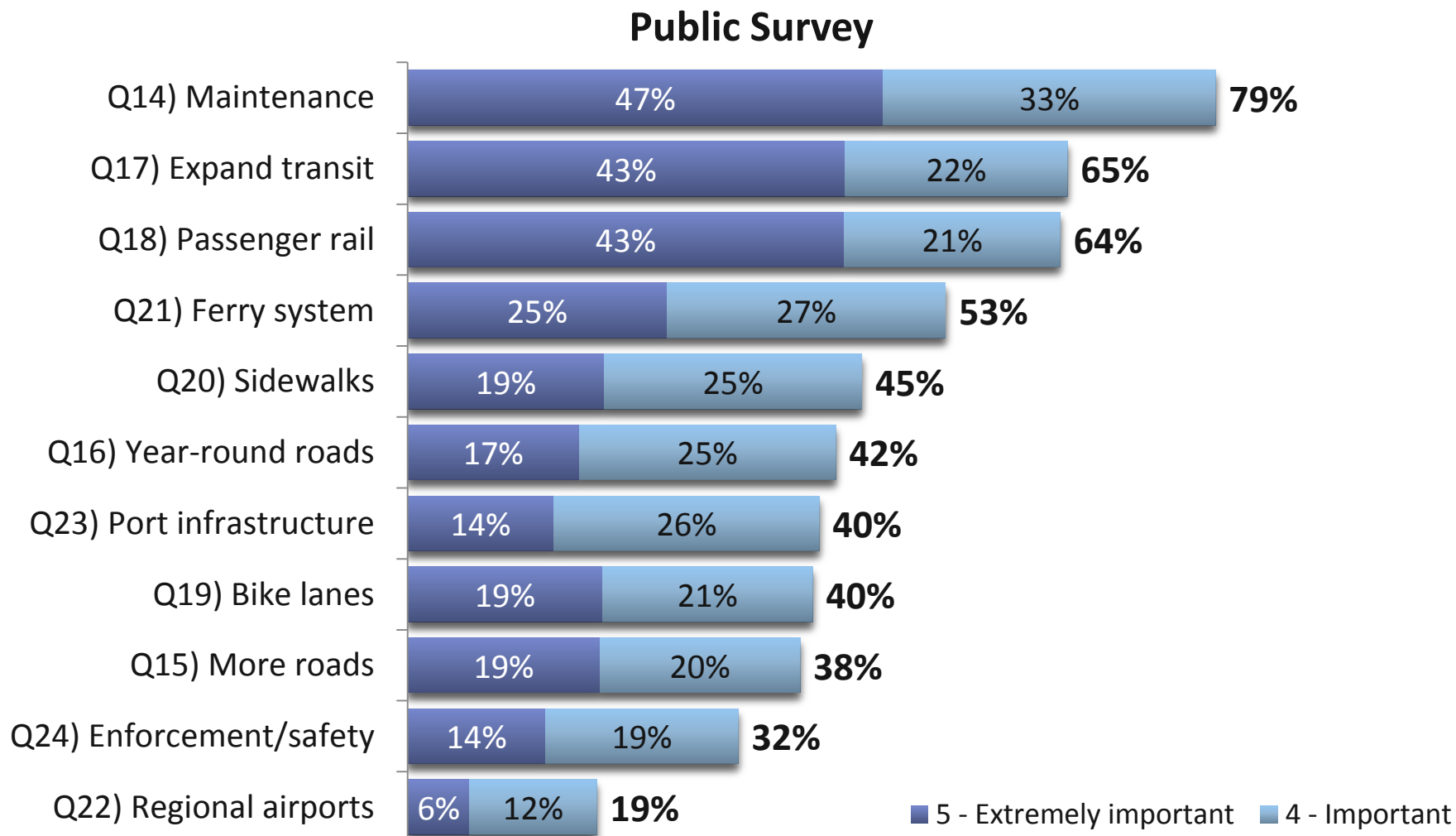
Transportation Investments – Main Survey

Q14-Q24. Please indicate how important each of the following transportation components is to you.



Transportation Investments – Public Survey

Q14-Q24. Please indicate how important each of the following transportation components is to you.



Investments

Q14-Q24. This table shows the importance of the 11 transportation investments ranked by color— green squares indicate the most important investments followed by yellow, and then red for the lowest rated. Scanning the table for green squares indicates which investments are most important among Statewide respondents in the Main and Public surveys.

	Main	Public	Diff
Maintenance	85	79	-6
Passenger rail	55	64	+9
Expand transit	51	65	+14
More roads	51	38	-13
WA ferry system	46	53	+7
Year-round roads	44	42	-2
Port infrastructure	40	40	--
Enforcement/safety	38	32	-6
Sidewalks	37	45	+8
Bike lanes	30	40	+10
Regional airports	23	19	-4

Maintenance is strongest in both surveys; non-roads priorities more popular among respondents in the Public survey.

Open End Questions on Transportation Priorities



Local Transportation Priorities

Q8. What do you think is the most urgent transportation priority facing **your local area**?

Local	Main	Public
Transit improvements	25%	33%
Maintenance issues	15%	10%
Traffic flow improvements	13%	9%
Capacity issues	12%	7%
Specific hwy project	8%	6%
All other issues combined	16%	31%
Not sure/ No answer	11%	4%

Higher transit focus in Public survey – high percentage of “other.”

Regional Transportation Priorities

Q10. Outside of your local area, what do you think is the most urgent transportation priority facing **your region?**

Regional	Main	Public
Transit improvements	24%	32%
Traffic flow improvements	13%	11%
Maintenance issues	12%	9%
Capacity issues	9%	7%
Specific hwy project	5%	5%
All other issues combined	16%	23%
Not sure/ No answer	22%	13%

Higher transit focus in Public survey – high percentage of “other.”

Rest-of-WA Transportation Priorities

Q11. Thinking about the rest of the state, what do you think is the most urgent transportation priority outside of your region?

Rest of State	Main	Public
Transit improvements	15%	21%
Maintenance issues	14%	15%
Traffic flow improvements	9%	6%
Capacity issues	7%	5%
Specific hwy project	6%	5%
All other issues combined	16%	25%
Not sure/ No answer	33%	22%

Higher transit focus in Public survey – high percentage of “other.”

Revenue

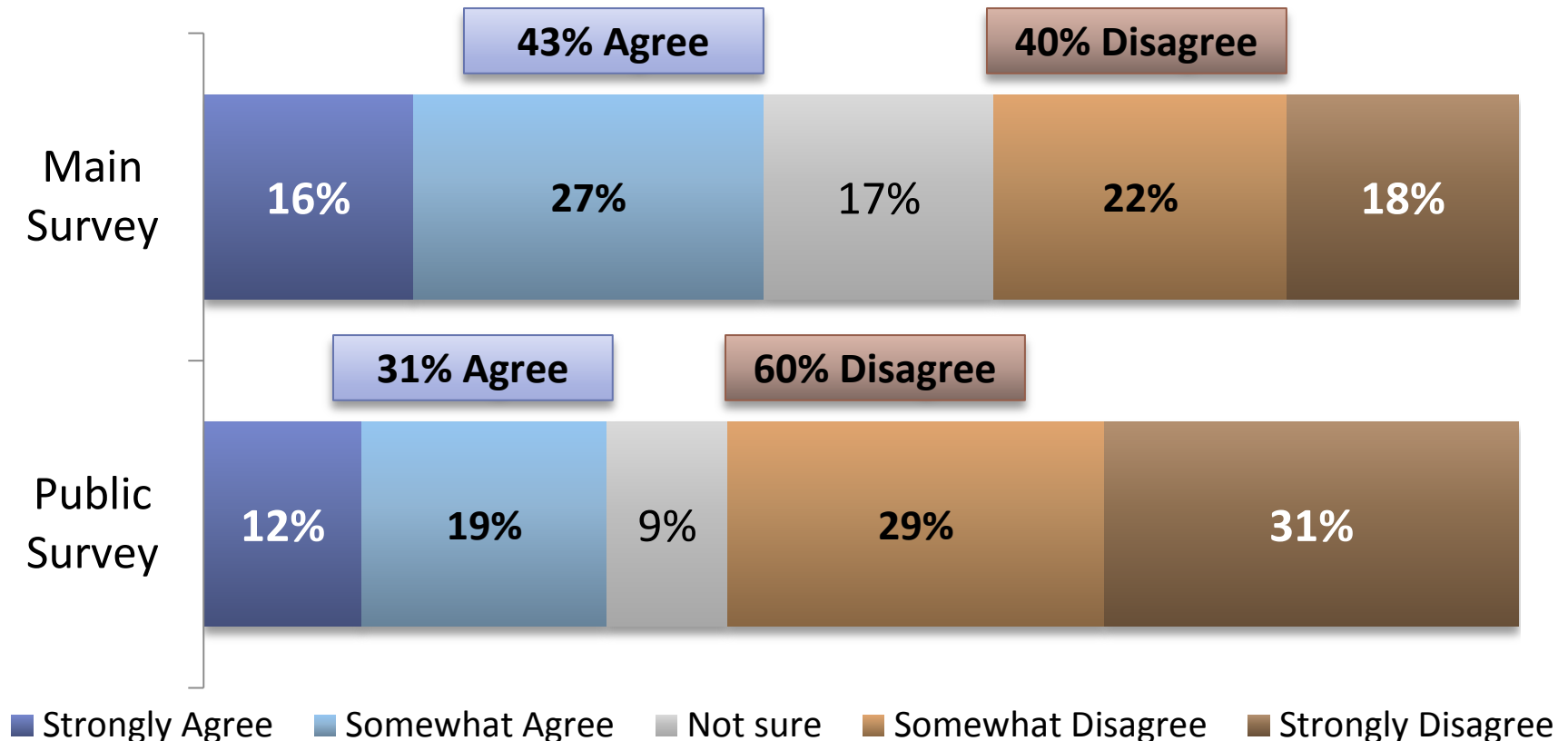


Is there enough revenue?

Q13. Do you agree or disagree with the following statement:

The State has enough revenue to keep our transportation system safe, effective and properly maintained.

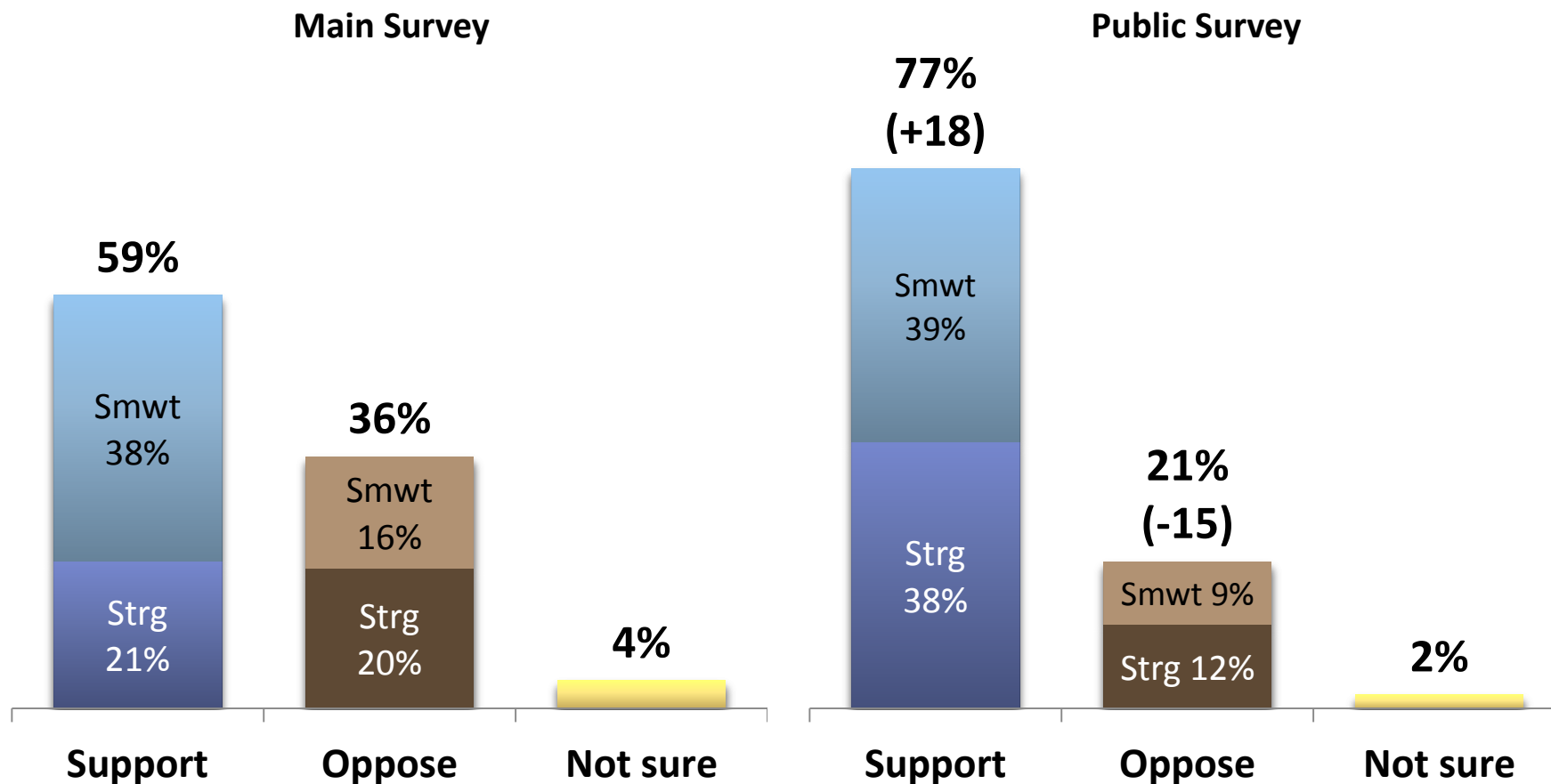
Q13. State has Enough Transportation Revenue



Much higher awareness of revenue problems in Public survey.

Initial Support for New Revenue

Q25. In general, would you support or oppose raising some transportation taxes and fees to increase funding for those transportation elements you feel are important?



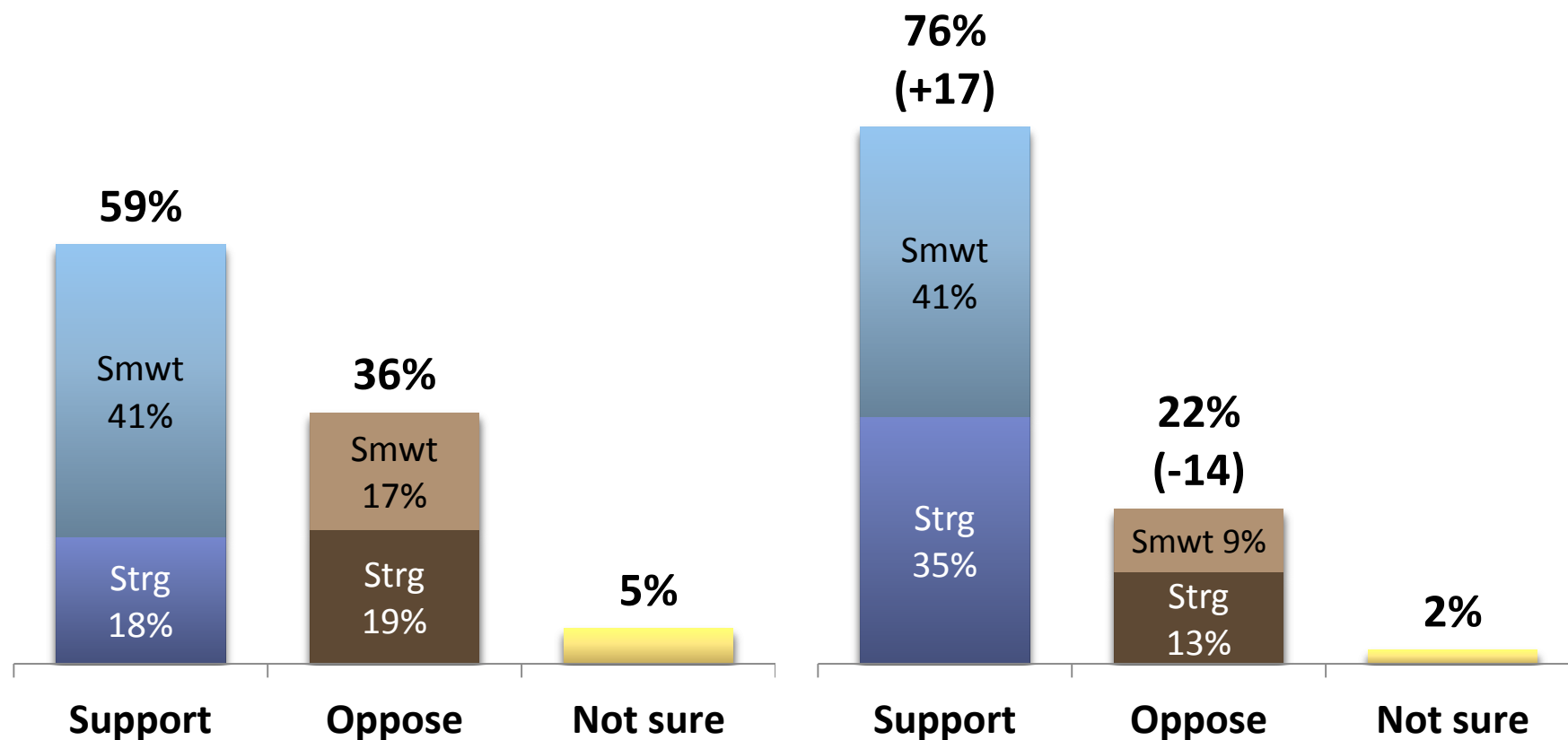
Much higher support for new revenue in Public survey.

Informed Support for New Revenue

Q27. Over the next 20 years, our state will need to fund more than \$64 billion in state transportation needs. This amount does not include the long-term unfunded transportation needs of cities, counties and local transit agencies. Current transportation revenues are already dedicated to paying for existing projects ...

Main Survey

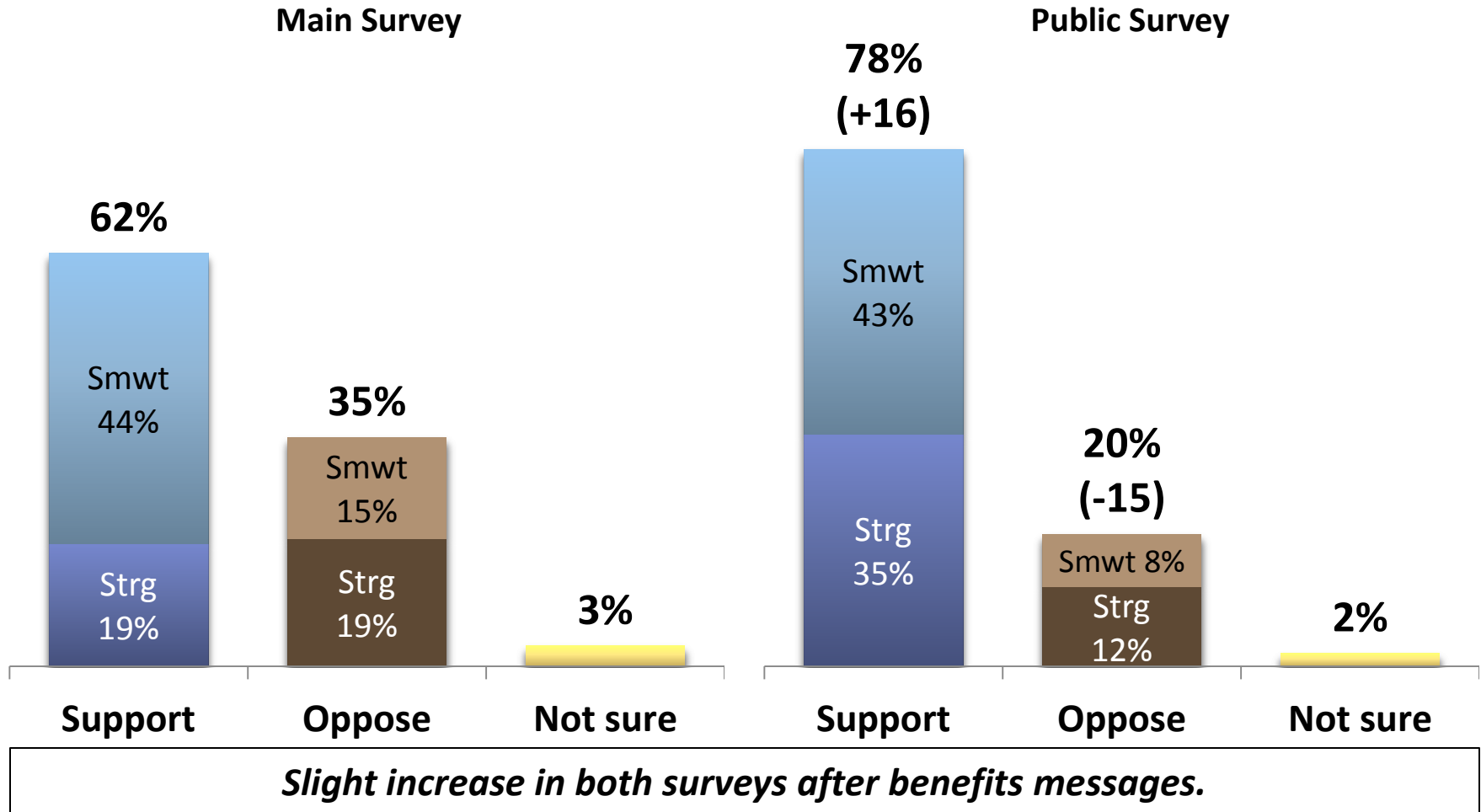
Public Survey



No change in either survey after informed message.

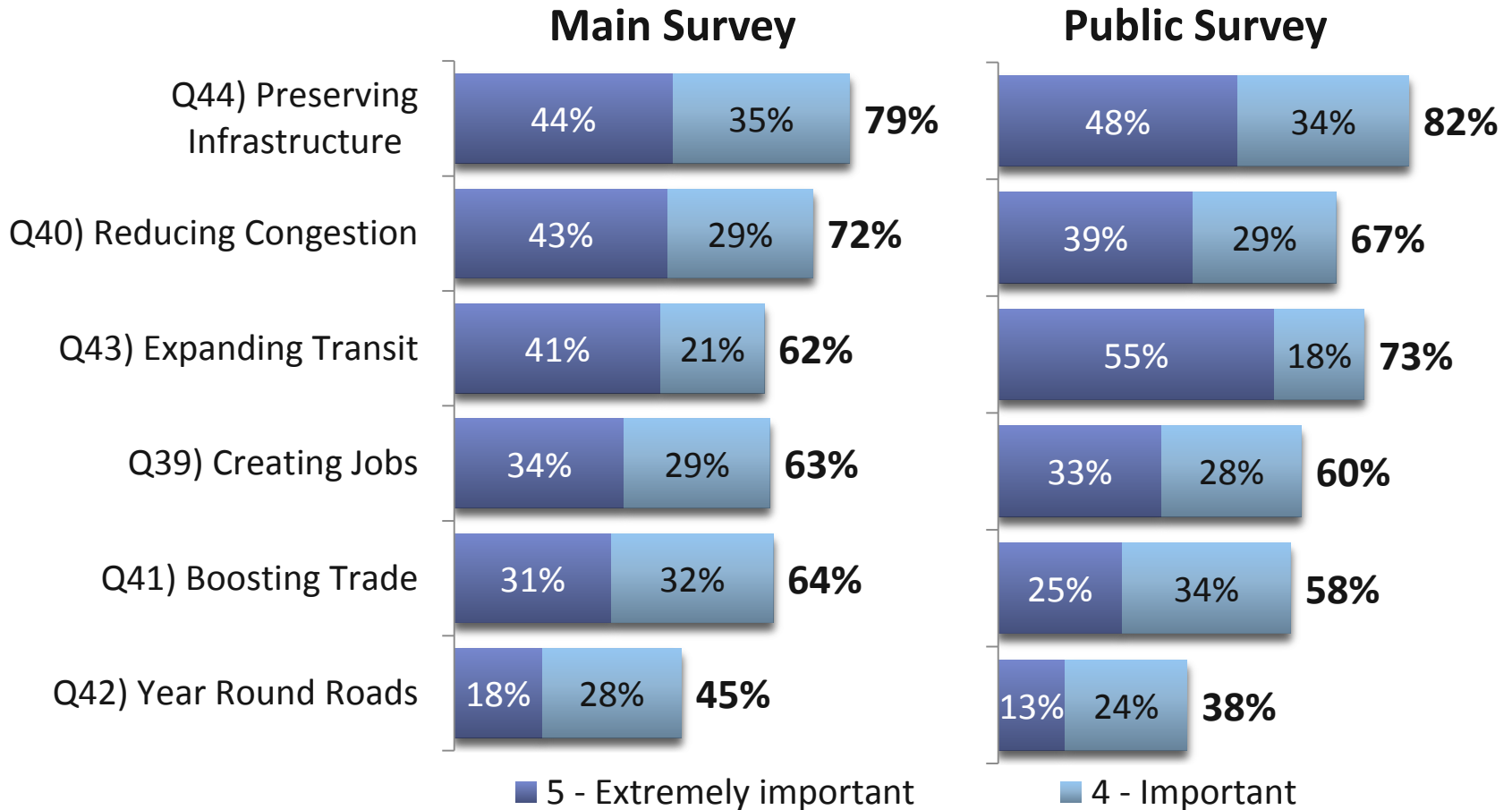
Support for New Revenue After Benefits

Q46. This survey has highlighted a number of different benefits of increased transportation funding. Given all of this, would you support or oppose increasing some transportation taxes and fees to meet our transportation system's needs?



Benefits Messages

Q39-Q44. There are a number of benefits that come from increased long term investments in our transportation system. For each of the following, please indicate how important that benefit is to you in terms of justifying additional taxes to fund new investments in our transportation system.



Benefit Messages by RTPO

Q39-Q44. This table shows the 6 benefits messages ranked by importance using color – green squares indicate the most important messages followed by yellow, and then red for the lowest rated. Scanning the table for green squares indicates which messages are most important in the Main and Public surveys.

	Main	Public	Diff
Preserving infrastructure	79	82	+3
Reducing congestion	72	67	-5
Boosting trade	64	58	-6
Creating jobs	63	60	-3
Expanding transit	62	73	+11
Year-round roads	45	38	-7

Preserving infrastructure is strongest in both surveys. Expanding transit significantly stronger in Public survey.

Benefits of Increased Funding

Q26. Regardless of whether you favor or oppose increasing some transportation taxes and fees, what do you think would be the top two benefits of increased funding for Washington's transportation system?

Benefits	Main	Public
Transit improvements	13%	21%
Maintenance	20%	20%
Traffic flow improvements	7%	7%
Safety	7%	6%
Economic benefits	5%	4%
Capacity improvements	5%	4%
All other issues combined	12%	16%
Not sure/ No answer	33%	22%

Transit mentions significantly higher in Public survey.

Positive Changes

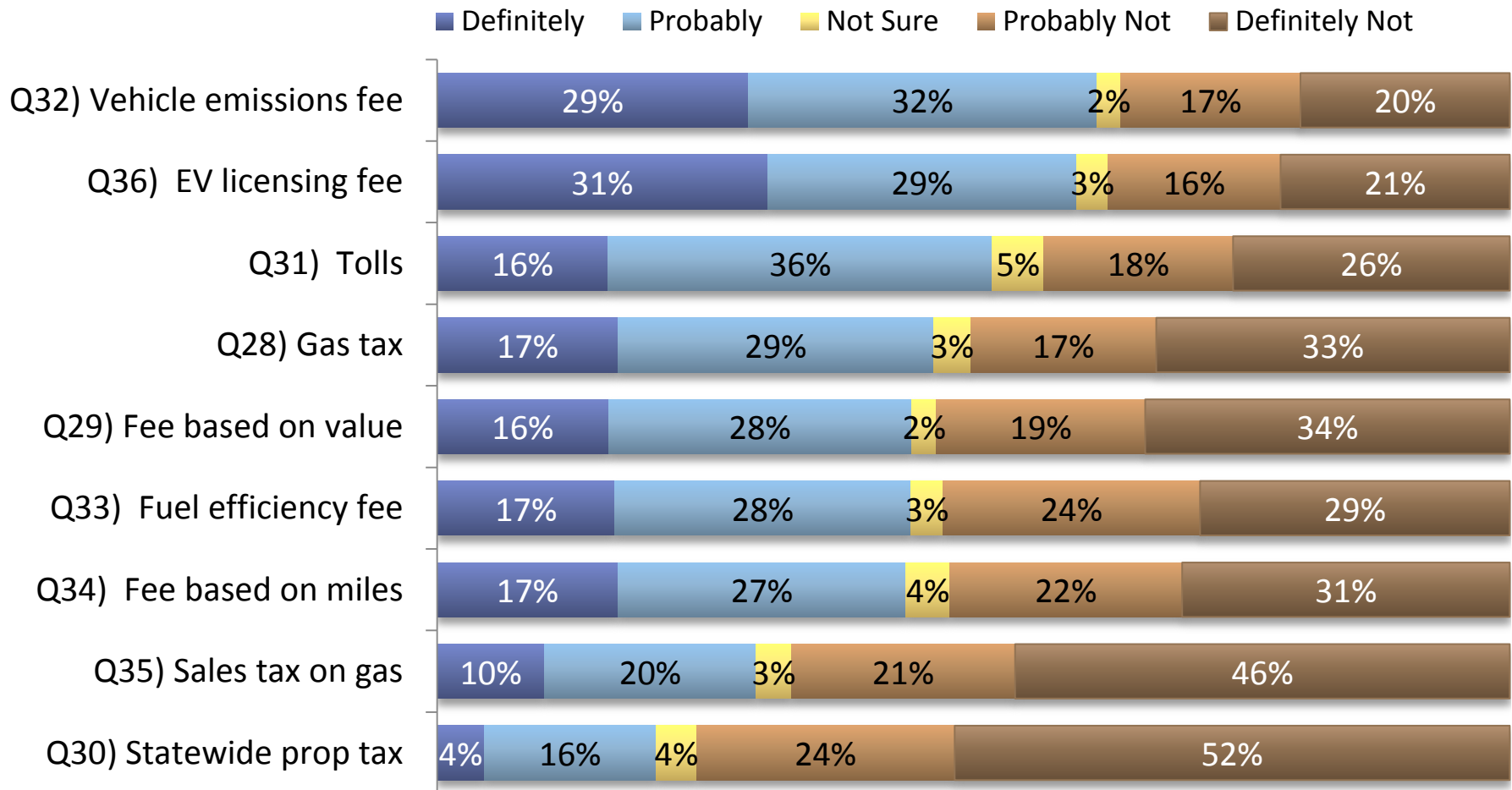
Q45. What transportation changes or improvements would impact your life in a positive way?

Positive Changes	Main	Public
Transit improvements	27%	35%
Traffic flow improvements	11%	10%
Maintenance	9%	6%
Capacity improvements	6%	4%
Lower taxes	6%	2%
Specific hwy project	3%	2%
All other issues combined	14%	31%
Not sure/ No answer	24%	10%

Transit mentions higher in Public survey – high percentage of “other.”

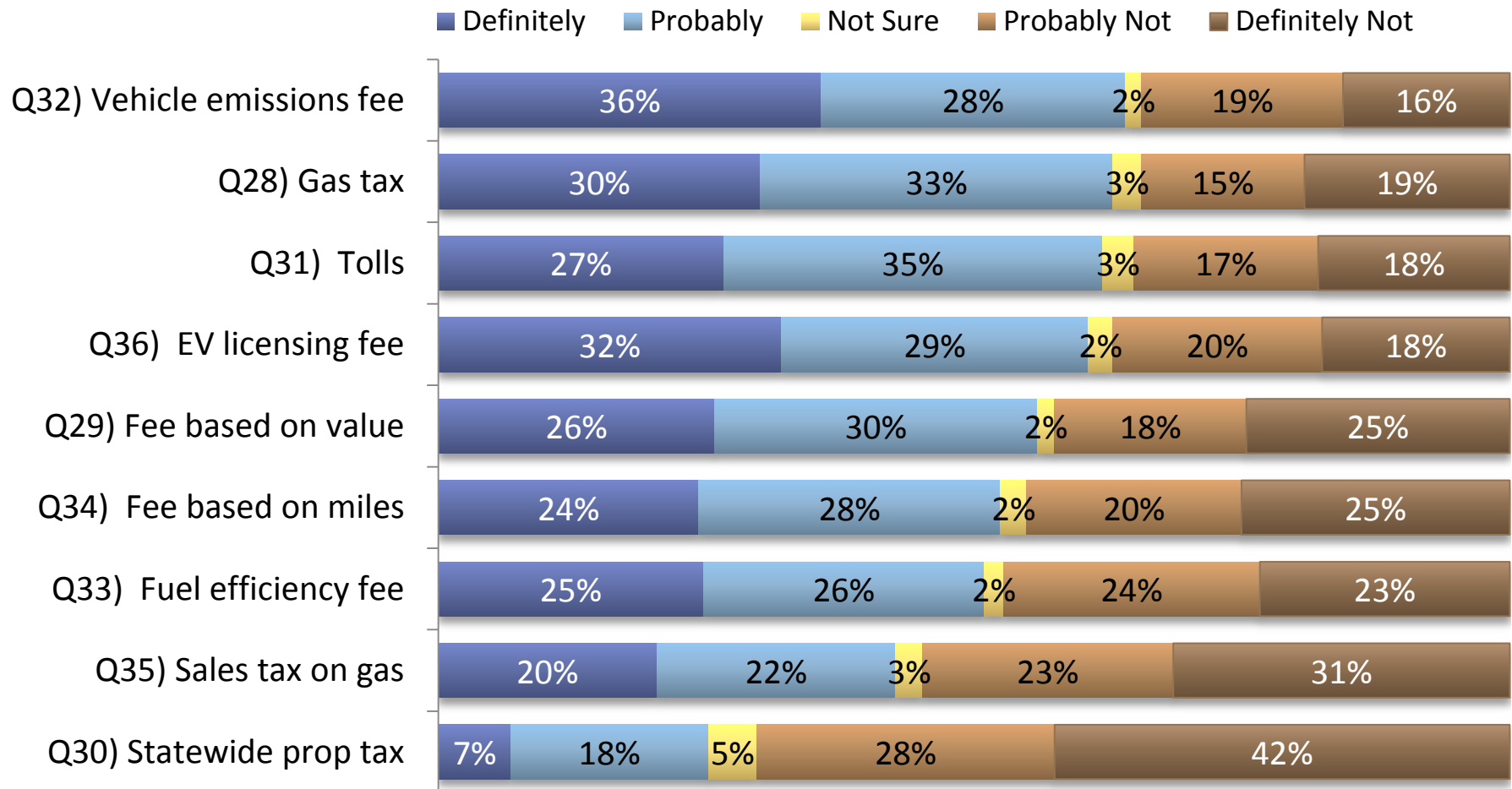
Preferred Revenue Sources – Main Survey

Q28-Q36. Below are some ways we could fund our unmet transportation needs. For each one, please indicate whether or not you think that method is a good way to fund increased investment in our transportation system.



Preferred Revenue Sources – Public Survey

Q28-Q36. Below are some ways we could fund our unmet transportation needs. For each one, please indicate whether or not you think that method is a good way to fund increased investment in our transportation system.



Revenue Sources by RTPO

Q28-Q36. This table shows the revenue sources shaded by the percent who think that source is “definitely” or “probably” a good way to fund transportation needs. Green shades are higher support, yellow in the middle, and red is the lowest.

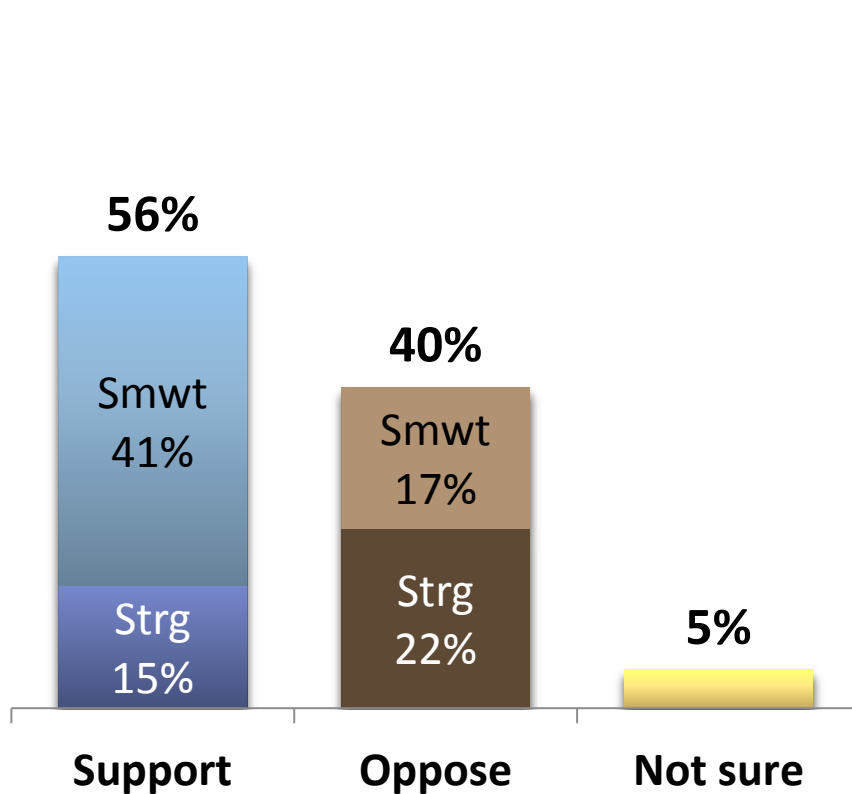
	Main	Public	Diff
Emissions fee	61	64	+3
EV licensing	60	61	+1
Electronic Tolls	52	62	+10
Gas tax	46	63	+17
Vehicle value	44	56	+12
Fuel efficiency	44	51	+7
VMT	44	52	+8
Sales tax	30	43	+13
Property tax	20	25	+5

Much higher support generally in the Public survey – particularly after the top two (Emissions fee and EV Licensing). 7 of 9 sources have majority support in Public survey.

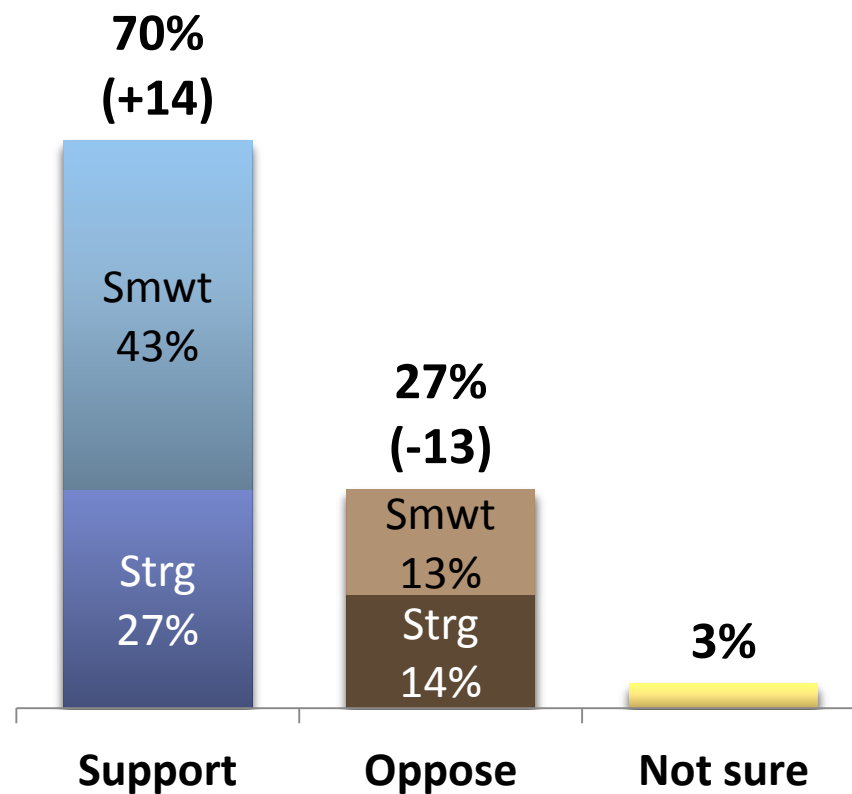
Adjusting Fees with Inflation

Q37. Transportation fees like vehicle licenses, permits and other fees are fixed amounts and do not change with inflation. This means that even as transportation costs increase, these fees stay flat creating funding challenges for key transportation programs like law enforcement, traffic safety and aviation. In general, would you support or oppose having these transportation fees rise with rate of inflation, so that they provide a more stable funding source?

Main Survey



Public Survey

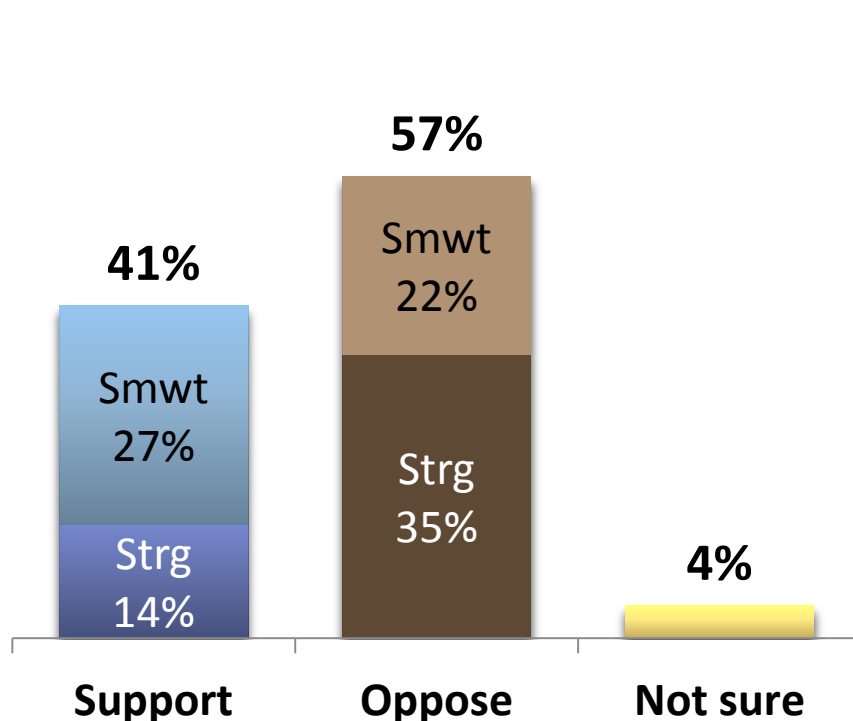


Support for indexing fees significantly higher in Public survey.

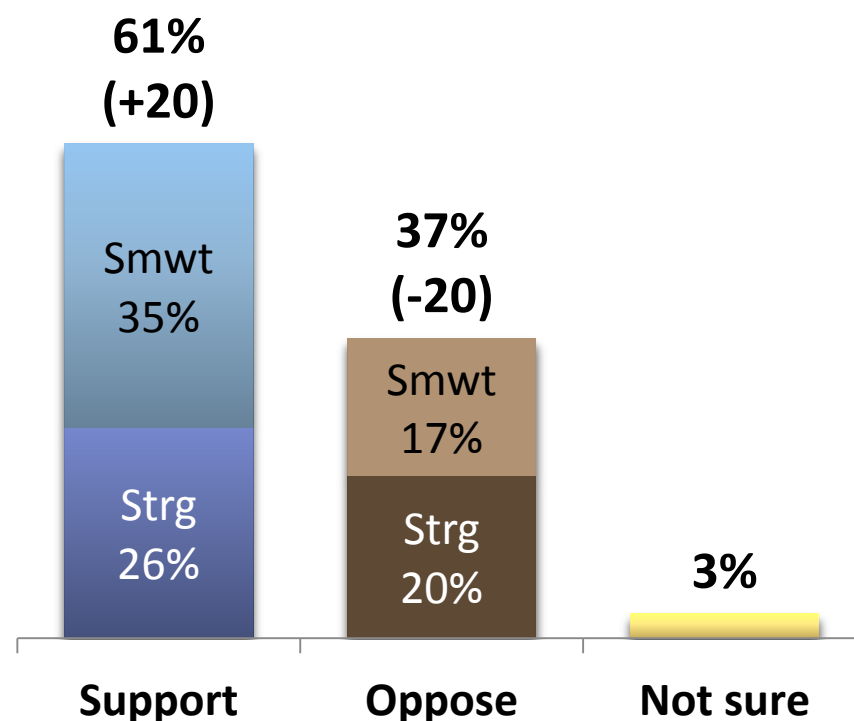
Adjusting Gas Tax with Inflation

Q38. A combination of inflation, changing driving habits and increased fuel economy of vehicles means the state gas tax brings in less money each year. This creates a growing transportation funding shortfall. In general, would you support or oppose having the gas tax rise with the rate of inflation so that it provides a more stable funding source?

Main Survey



Public Survey



Majority support for indexing gas tax in Public survey.

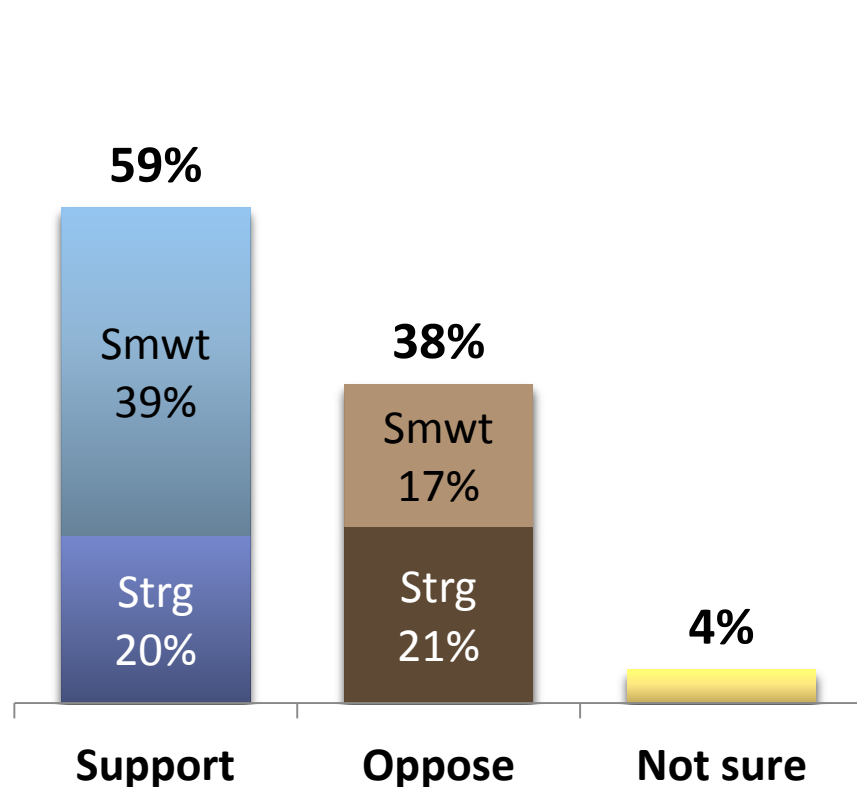
Tolling



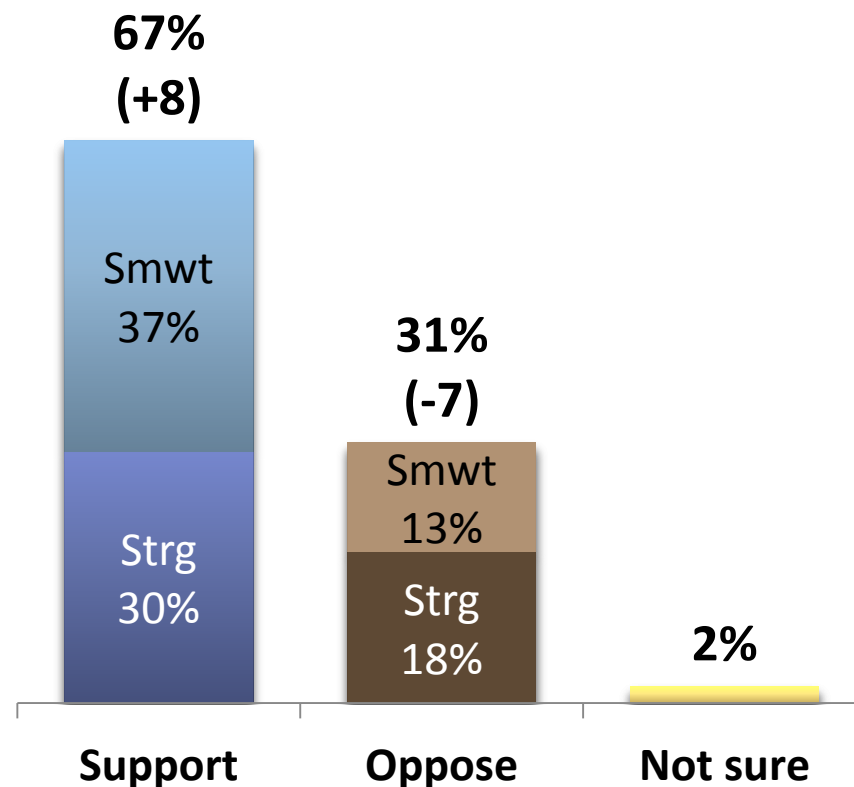
Initial Support for Tolling

Q47. In general, do you support or oppose tolling as a way to help pay for major state transportation projects?

Main Survey



Public Survey

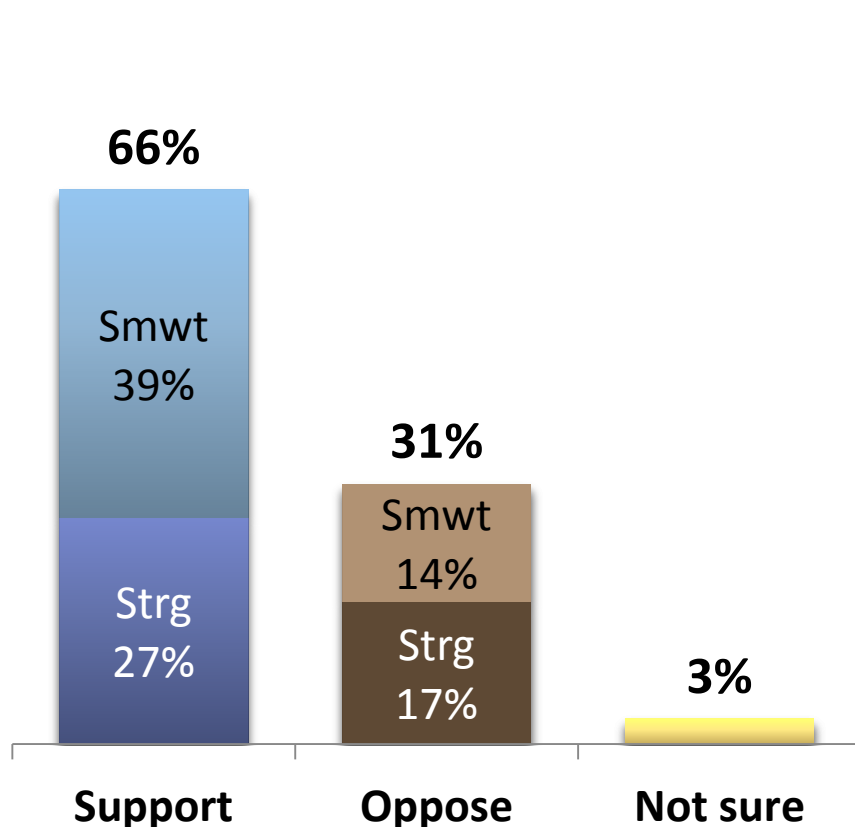


Initial support higher overall and greater intensity in Public survey.

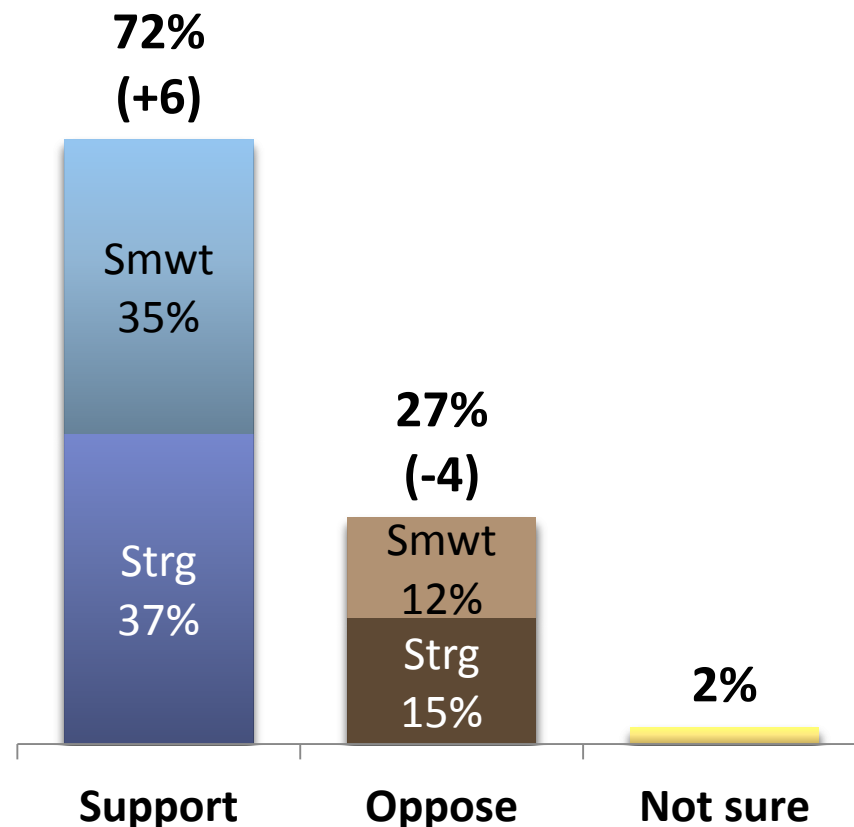
Informed Support for Tolling

Q48. One argument for using tolls to help pay for major state projects is that those who use and benefit the most from a project pay a bigger share of the cost. That means that less money is required from the rest of the state.

Main Survey



Public Survey

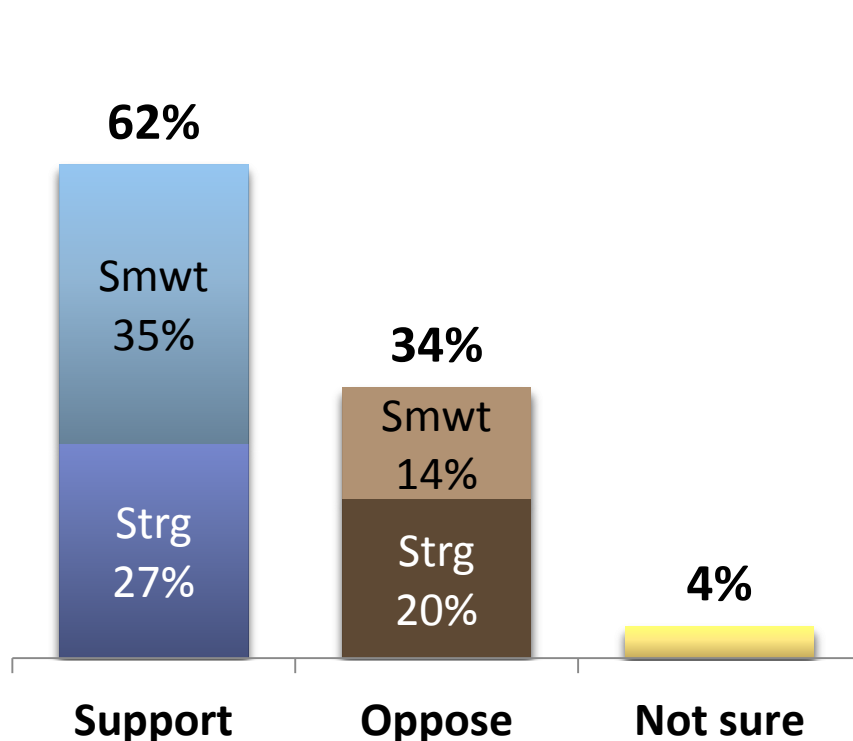


Informed support higher overall and greater intensity in Public survey.

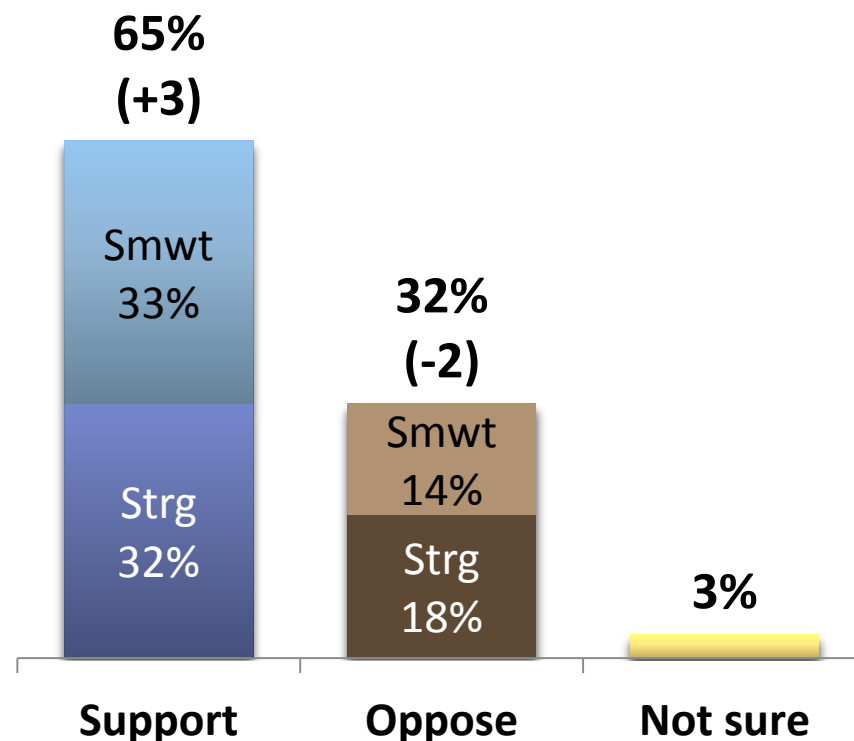
Support for Variable Tolling

Q49. Tolls that change based on traffic volumes or time of day and day of week are known as variable tolls. Variable tolls help reduce congestion by encouraging people to shift optional trips to less busy times of the day, thus reducing congestion during the busiest times of the day. The idea is similar to the way movie theaters charge less for matinees to get people to come to the theater at less busy times.

Main Survey



Public Survey

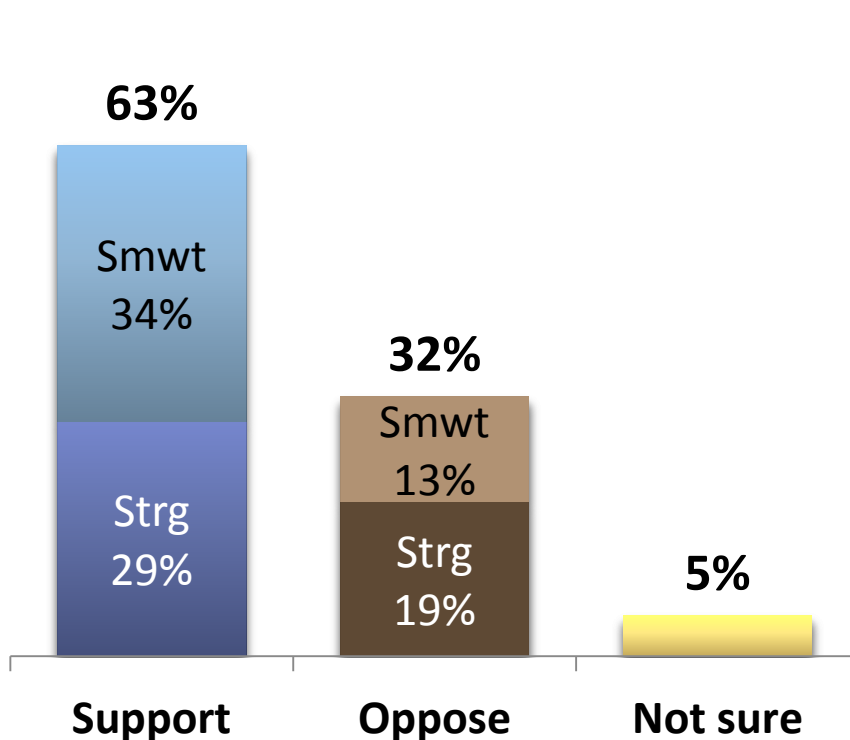


Similar support in both surveys.

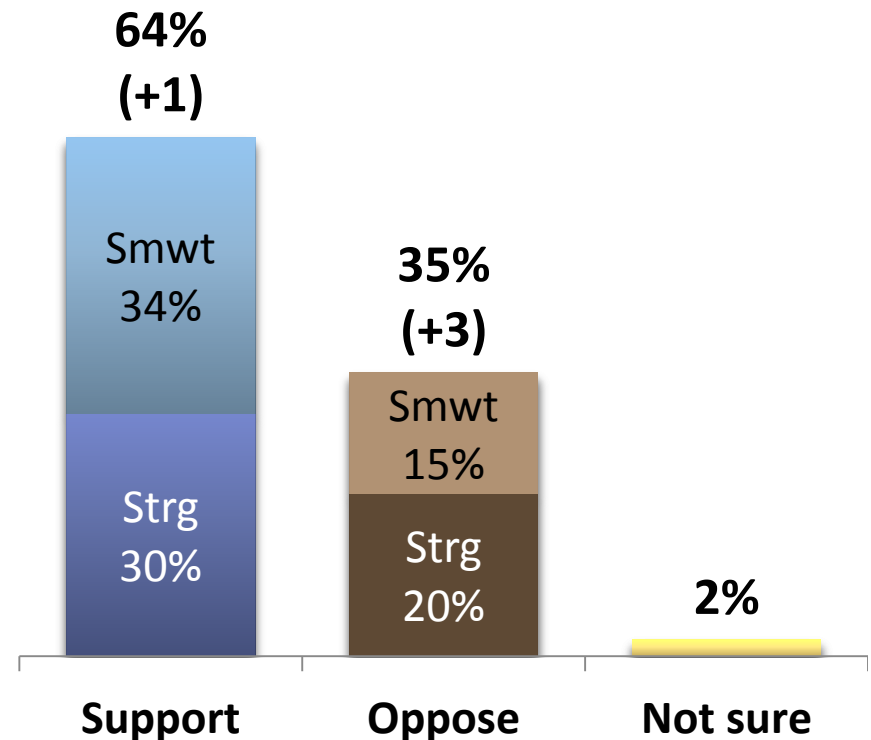
Support for HOT Lanes

Q50. Express Toll Lanes, also referred to as High Occupancy Toll (HOT) lanes, allow people traveling alone to pay a toll to use the High Occupancy Vehicle (HOV) lanes. The toll amount changes based on traffic flow so that the HOV lane doesn't slow down.

Main Survey



Public Survey

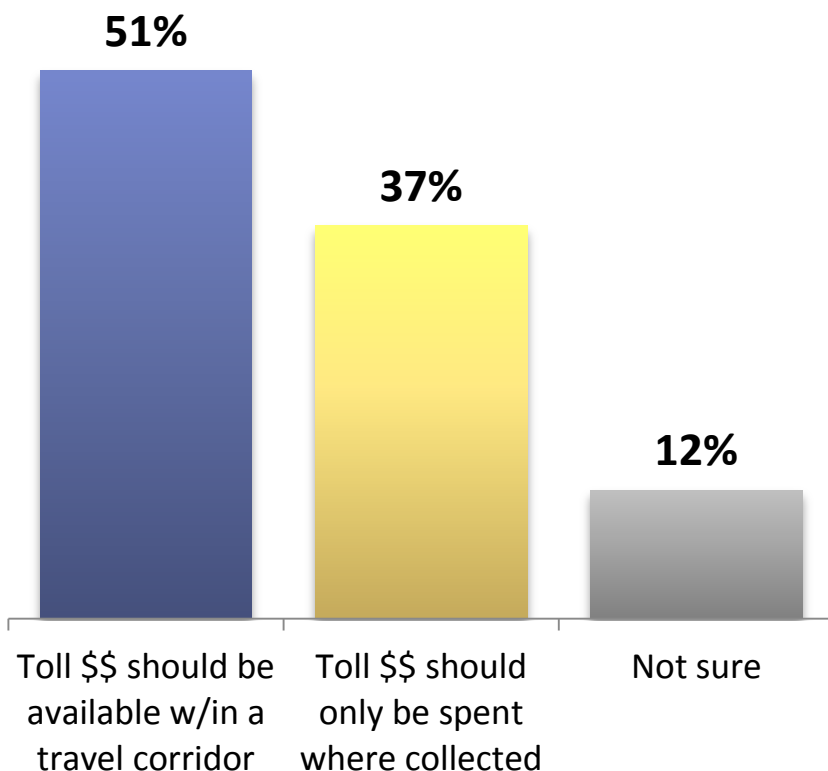


Similar support in both surveys.

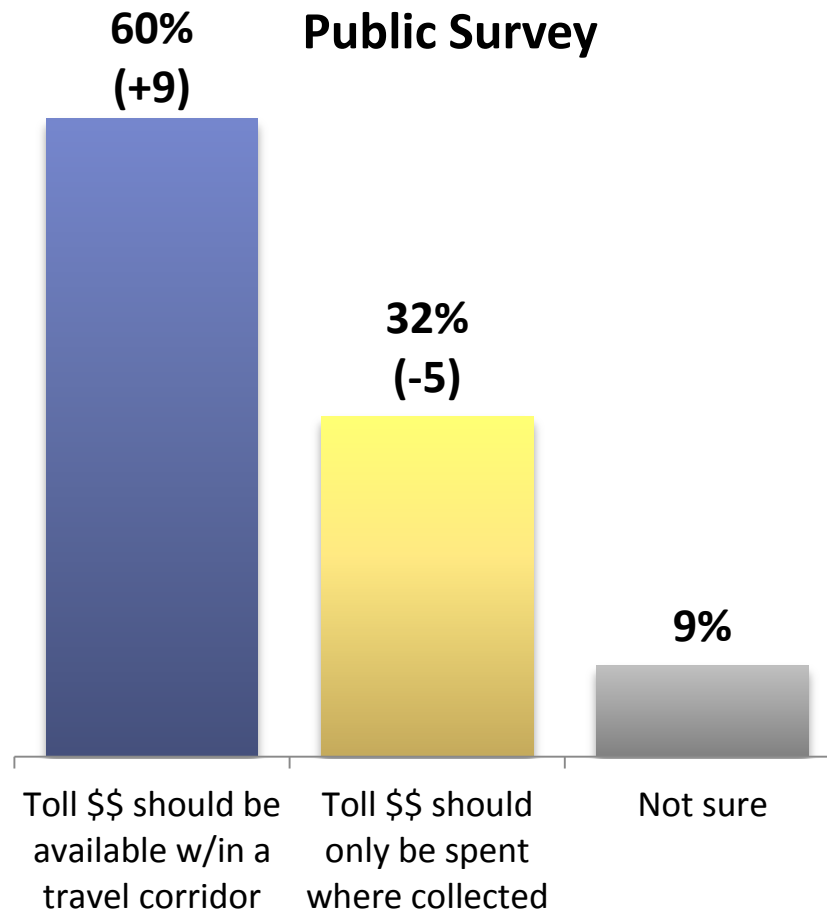
Use of Toll Revenue

Q51. Which of the following statements is closest to your opinion:

Main Survey



Public Survey



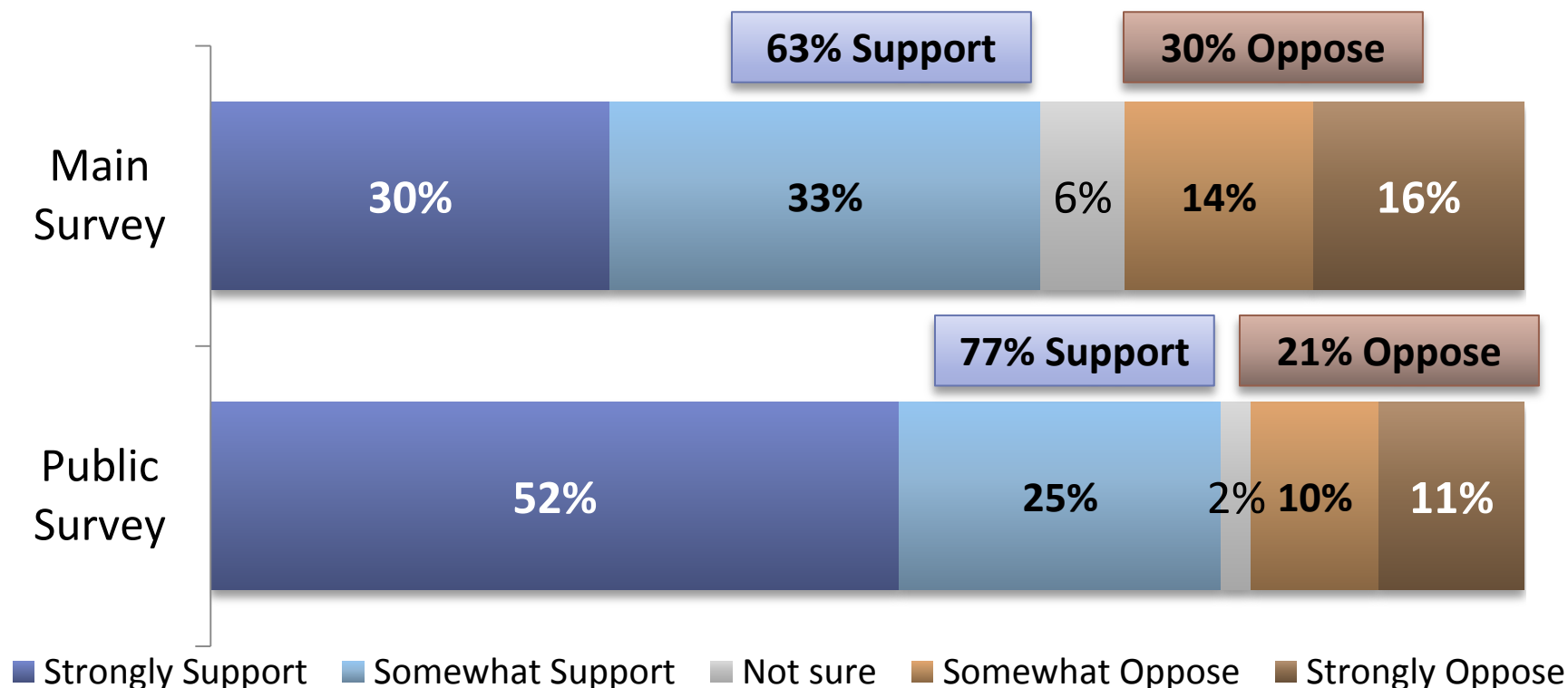
Significantly wider margin for “corridor” in Public survey.

Transit, Passenger Rail and State Ferries



Q52. The state primarily provides funding for state highways, bridges, & the ferry system, as well as providing funding to cities & counties for transportation needs. Local jurisdictions and the federal government provide most of the funding for transit. Do you support or oppose providing more state funding for public transit and passenger rail?

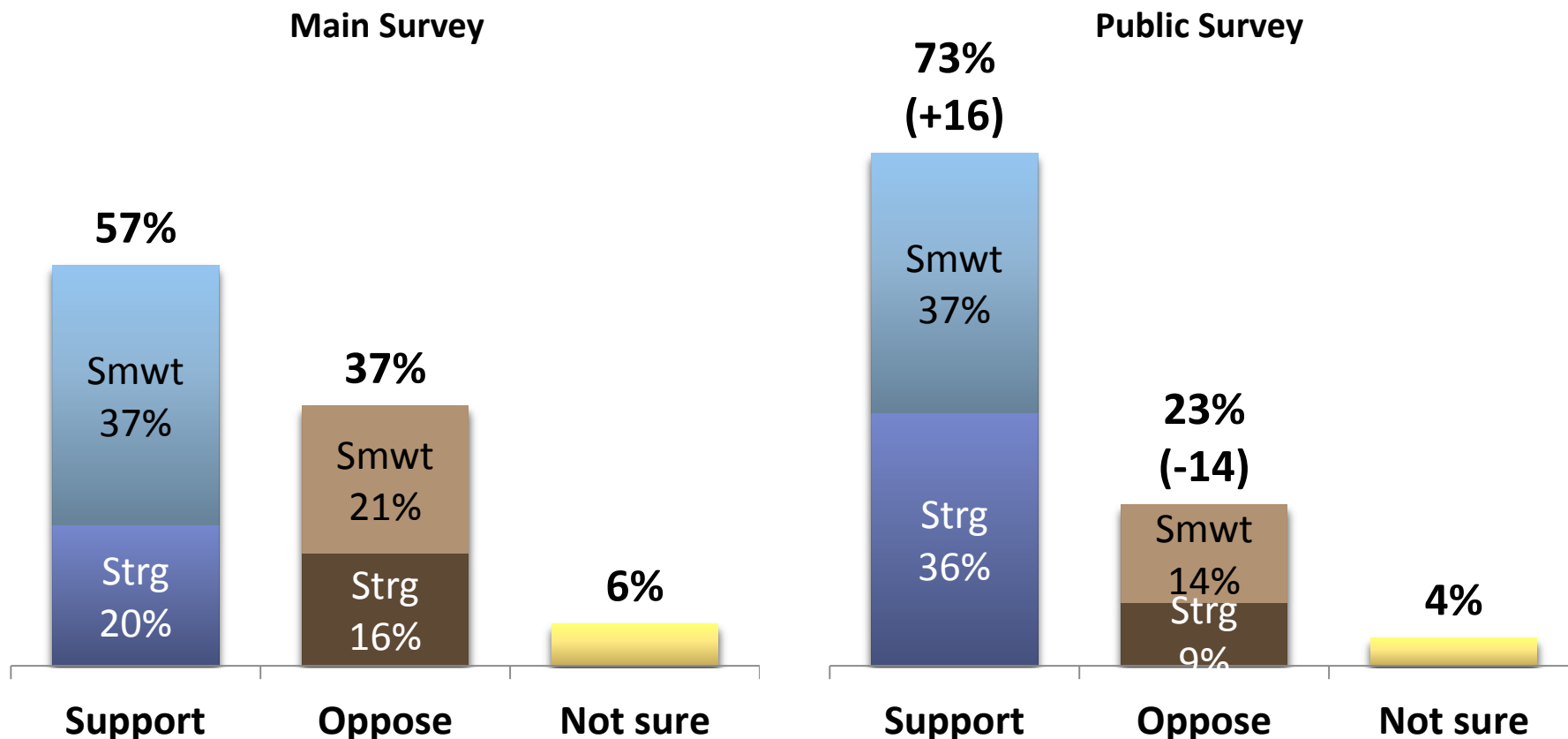
Q52. More State Funds for Transit/Passenger Rail



Significantly stronger support for transit funding in Public survey.

Initial Support for Ferries

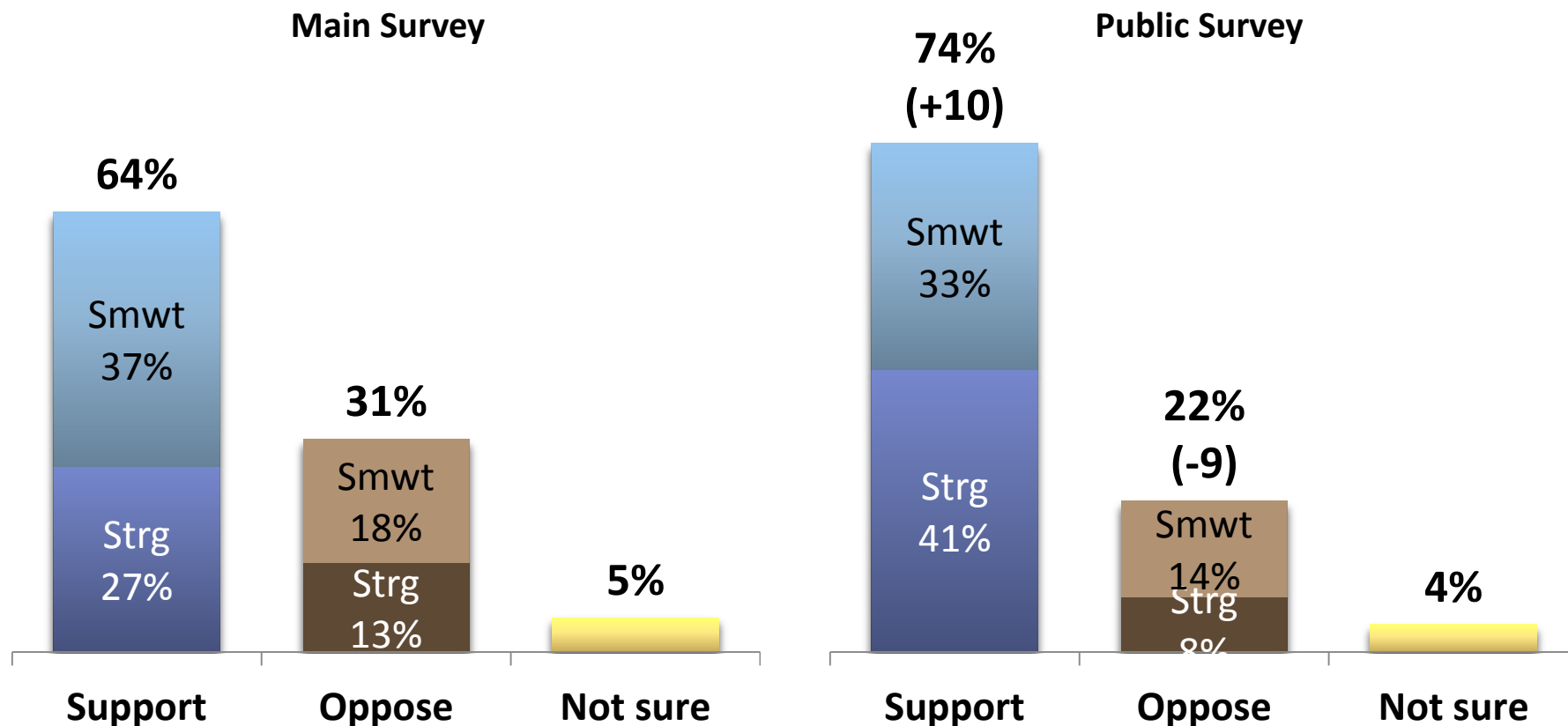
Q53. State gas tax revenues also help fund the Washington State Ferry system. Do you support or oppose using state transportation funds to help maintain and operate the Washington State Ferry system?



Much higher initial support in Public survey.

Informed Support for Ferries

Q54. Washington State ferries carry 23 million passengers a year and are part of the state highway system just like bridges or highways. Ferry users pay about 70% of the ferry's operational costs and state tax revenues provide the other 30%. The state also fully funds the capital needs of the ferry system, such as buying new boats and making ferry terminal improvements. Knowing this, do you support or oppose using state funds to help maintain and operate the WA State Ferry system?



Informed support does not change in Public survey.

THANK YOU!

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